

# Memo

To: The Collins School Faculty and Community  
From: Dr. Ed Merritt, Chair, Graduate Studies  
Date: 9/20/2004  
Re: MBA in Hospitality Management

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Designed for managers who desire an MBA with a management operations theme in the hospitality industry, The Collins School of Hospitality Management at Cal Poly Pomona (rated one of the top-five hospitality management programs in North America) offers the hospitality emphasis with courses in management, strategy, leadership, law, operations analysis, multi-unit management, and information systems.

For general information about graduate business programs, please go to:  
[http://www.bus.csupomona.edu/graduate\\_intro.asp](http://www.bus.csupomona.edu/graduate_intro.asp)

For on-line information about the hospitality management emphasis, please go to:  
[http://www.bus.csupomona.edu/mba\\_career.asp](http://www.bus.csupomona.edu/mba_career.asp)

To request additional information about applying for a graduate business program, please go to:  
[http://www.bus.csupomona.edu/mba\\_request.asp](http://www.bus.csupomona.edu/mba_request.asp)

## Summary--

**What:** Master of Business Administration (MBA) in Hospitality Management.

**Where:** The MBA core is by the College of Business Administration. The Hospitality emphasis is offered by The Collins School of Hospitality Management.

**When:** The program is currently accepting applications. Please go to [http://www.bus.csupomona.edu/mba\\_request.asp](http://www.bus.csupomona.edu/mba_request.asp) to request additional information about the application process and deadline dates.

**How:** The College of Business Administration (CBA), an AACSB accredited member institution, offers the MBA degree core. The Collins School of Hospitality Management offers the MBA emphasis in hospitality management.

The CBA currently offers similar arrangements across the Cal Poly Pomona campus in these emphases: finance, entrepreneurship, real estate, technology, marketing, hr management, international business, information management, accounting, agriculture, and fine arts. In all MBA programs, the CBA has approximately 400 students on campus and 200 students off campus (in neighboring community centers).

## FAQs--

1. **How the arrangement is constructed.** The College of Business Administration, an AACSB accredited member institution, offers the core; The Collins School of Hospitality Management (rated one of the top-five hospitality management programs in North America) offers the emphasis.
2. **What is the core that the CBA offers?** It is seven 600-level courses (28 units) including GBA 608 Managerial Accounting, GBA 615 Organizational Behavior, GBA 628 Management Science, GBA 645 Finance, GBA 683 Research Methods, GBA 687 Policy & Strategy, and a capstone Thesis GBA 696 or Business Research Project GBA 695. Please see the attached curriculum sheet.
3. **What is the emphasis that The Collins School offers in Hospitality Management?** It is five, four unit courses (20 units) focusing on management operations.

### **These three are required--**

- HRT 410 Strategic Leadership in the Hospitality Environment

Integrated capstone seminar in the principles and skills of effective leadership in a global hospitality environment, application and development of hospitality policy, and the management of a service business in a strategic environment.

- HRT 476 Hospitality Operations Analysis Seminar

A capstone course to integrate various disciplines within the hospitality industry and utilize conceptual, analytical, and problem-solving skills. Problem identification, data collection, data analysis, and generation of viable solutions are emphasized.

- HRT 4XX Hospitality Law/Safety/Risk/Liability

Course currently under review.

### **Choose two from these--**

- HRT 484 Multi-Unit Restaurant Management

Concepts and Principles involved in managing multiple restaurant units; finance, marketing, human resources, operations, and financial management. This course is an overview to the multi-unit industry and selected operations. Investigation of traditional quick foodservice, cafeteria-style operations, home delivery, rolling caterers, and take-out (home meal replacement) only operations will be included. Franchising will be included.

- HRT 425 Hotel/Resort Operations Management

Analysis and simulation of a hotel/resort operation. Competency-based skills developed by student analyses, written reports, and on-site learning opportunities in major departments of a hotel/resort including: General & Administrative, Rooms Division, Food & Beverage, Sales & Marketing, and Sports & Activities. The focus of this course is on analysis and understanding of the interdependent nature of major departments within a hotel/resort operation.

- HRT 421 Club Management Seminar

A club emphasis capstone course designed to integrate a variety of departmental disciplines within the private club industry and utilize abstract thinking and investigative reasoning skills. Students will conduct project-based analyses based on individual interest and instructor assignments drawn from class topics.

- HRT 480 Hospitality Information Systems Seminar

Course currently under review.

4. **When are classes scheduled?** All classes are taught 6-10 p.m. in a one-class-per-week format.
5. **Program cost?** Currently, full time is considered two classes and costs \$650 (subject to change).
6. **Time for completion?** The program is self-paced to the individual. Approximately half of students take one course per term and half take two courses. In total, students must take 12 courses.
7. **What are the admission requirements?** The basic requirements include a 3.0 GPA undergraduate, 450 GMAT, 580 TOFEL (if ESL), plus a minimum of two years of management experience defined as supervising at least two direct reports.
8. **What about applicant academic backgrounds?** Assuming students meet the admission requirements all backgrounds are okay—management, science, math, fine arts. HOWEVER, undergraduate transcripts are evaluated for relevancy against BS required course prerequisites in the CBA. Therefore, a fine arts grad may need to take several prerequisites before beginning the MBA coursework. On the other hand, a student who graduated from an accredited business management program would likely need few, if any, prerequisites before being eligible to begin the MBA.
9. **Is this a graded or C/NC program?** It is a letter-graded program requiring students to maintain a 3.0 GPA to remain in good standing.
10. **Are there any unusual requirements?** Students must have a laptop/notebook computer and classrooms must be able to provide Internet access during class for all students.

California State University (Cal Poly Pomona)

Curriculum Sheet Career MBA

Emphasis: Hospitality Management

**Career MBA Core (24 Units):**

GBA	608	Managerial Accounting for Decision Making
GBA	609	Directed Study in Managerial Accounting
GBA	615	Seminar in Organizational Behavior
GBA	616	Directed Study in Organizational Behavior
GBA	628	Management Science Seminar
GBA	629	Directed Study in Management Science
GBA	645	Financial Decision Making
GBA	646	Directed Study in Financial Decision Making
GBA	683	Business Research Methods
GBA	684	Directed Study in Business Research Methods
GBA	687	Management Policies and Strategies
GBA	688	Directed Study in Management Policies and Strategies

**Required Courses for Hospitality Emphasis (12 Units):**

HRT	410	Strategic Leadership in the Hospitality Environment
HRT	476	Hospitality Operations Analysis Seminar
HRT	4XX	Hospitality Law/Safety/Risk/Liability (course presently under development)

**Select Two Courses for Hospitality Emphasis (8 Units):**

HRT	421	Club Management Seminar
HRT	425	Hotel/Resort Operations Seminar
HRT	480	Hospitality Information Systems Seminar
HRT	484	Multi-Unit Restaurant Management

**Terminal Option (4 Units):**

GBA	695	Business Research Project or
GBA	696	Thesis

**Total Units: 48**

Note: A maximum of 12 units (of the 48) may be 400 level courses  
GBA 691, "Directed Study" has a maximum of 8 units  
GBA 692, "Independent Study" has a maximum of 4 units  
Faculty Advisor for this "Area of Emphasis."  
Dr. Ed Merritt, Bldg. 79B-2218, 909 869-2269  
Chair, Graduate Studies, Collins School of Hospitality Management