

Entertainment and Hospitality Management

ELECTIVE COURSE OPTIONS

The EHM elective course must be selected from the list of approved courses below, and may not be a course that is used to satisfy any other requirement.

MGMT 423 Purchasing and Supply Chain (Pre-req: MGMT339)

A sound understanding of the emerging way that intellectual property is produced, packaged, and distributed in the 21st century online and via streaming requires a fundamental understanding of purchasing and supply chain principles and strategies. Especially for entertainment students who would like to work in operations, this class provides a hands-on practical complement to the EHM curriculum.

MGMT 435 Service Management (Pre-req: MGMT 339)

Both entertainment and hospitality students need to develop skills to successfully manage service businesses. This class covers operations, strategy, marketing, technology and organizational issues, and it provides theory, tools and experiential insight into how these aspects can be successfully used in a service-oriented business.

MGMT 443 Team Leadership Skills (Pre-reqs: MGMT 339, MGMT 340)

Both entertainment and hospitality students need to develop interpersonal skills to lead teams effectively. This class discusses self-awareness, managing stress, creative problem-solving, communicating supportively, effective use of power and influence, motivating others, managing conflict, empowering employees, building effective teams, leading positive change.

MGMT 444 Project Management (Pre-req: MGMT 339)

This course teaches principles and techniques of effective project management. It teaches managerial, organizational and behavioral concepts, as well as effective tools, techniques and software for planning, communications, coordination and control of the project. These are particularly useful for entertainment students across all industries, and can also be helpful for event planning.

MGMT 465A New Venture Creation and Funding (Pre-reqs: [MGMT 339](#), [MGMT 340](#) for MCBE undergraduate students; [BUAD 210](#) for non-MCBE undergraduate students)

For aspiring musicians, producers, screenwriters, video game developers or for any student desiring to start and/or run their own business, this course teaches how to develop and test product and service concepts for new ventures, set business strategy, design operating systems develop financial forecasts,

and comply with related laws and regulations. New venture student teams prepare business plans and make funding presentations.

FIN 351 Introduction to Real Estate (Pre-req: FIN 320)

The management of hotel real estate is a complex process with a wide variety of options for both hotel owners and companies. Hotels are operating businesses housed in the real estate industry and hotel owners in the U.S. not only own the real estate, but typically own and oversee the hospitality business. Understanding real estate principles, practices and investment decisions will enable students to understand the costs, benefits, and risks for both the owner and the hotel company. EHM alumni have been successful in securing positions in commercial real estate development for hospitality purposes.

FIN 432 Financial Forecasting and Budgeting (Pre-req: D or better in [FIN 320](#) and students may not be a MCBE Premajor or Undecided/undeclared major; or must be a MCBE Graduate Student (not pre-MBA). Corequisite [[FIN 321](#)] waived for EHM Students)

While forecasting helps hospitality companies anticipate revenues and demands, budgeting helps these organizations control costs or run strategies to execute what they forecasted. Forecasting and budgeting is especially critical to the companies that practice demand-based pricing and revenue management such as hotels, airlines, theme parks and live entertainment.

ISDS 435 Integrated Enterprise Information Systems (Pre-req: MGMT 339)

As more entertainment companies move toward online service models (especially in industries increasingly centering on streaming platforms such as Spotify, Amazon, or iTunes), it is necessary to develop a sound understanding of application programming fundamentals for Enterprise Resource Planning systems. This course discusses how to access and manage ERP database tables and external files; layout design and data extraction for advanced output; testing, debugging and analysis tools; and security issues in an ERP system.

ISDS 473 Applied Business Forecasting (Pre-Reqs: [BUAD 301](#); [ISDS 474](#) or [ISDS 462](#))

Forecasting is especially critical in the hospitality industry - it is an important part of any revenue management strategy, because it allows hospitality companies such as hotels, airlines, theme parks, and live entertainment companies to make vital decisions regarding pricing, promotion and distribution, based on anticipated demand and performance.

ISDS 474 Data Mining for Managers (Pre-Reqs: [BUAD 301](#), [ISDS 361A](#), [ISDS 361B](#))

Data mining is the key to Customer Relationship Management (CRM). As more and more entertainment companies move toward online service models (especially in industries increasingly centering on streaming platforms such as Spotify, Amazon, or iTunes), it is necessary to develop a sound understanding of data analytics and the use of data in managerial decision-making. Furthermore, data mining applications can play a huge role in the hospitality industry by assisting managers formulate marketing strategies, enhance guest experiences, increase retention and loyalty and ultimately, maximize profits. Note: One of the big successes that business students typically study is Harrah's Entertainment - a casino company that established itself as an early leader in Big Data customer service - refer to Harvard Business Review, "Diamonds in the Data Mine".

MKTG 370 Consumer Behavior (Business Administration majors: [BUAD 301](#) (prerequisite), [MKTG 351](#) (corequisite). All other majors: [MKTG 351](#) (corequisite), junior standing).

Both entertainment and hospitality students can benefit from an understanding of consumer buying patterns, motivation and search behavior. Consumer decision-making process. Inter-disciplinary concepts from economics, sociology, psychology, cultural anthropology and mass communications.

MKTG 445 Global Marketing (Pre-business and business majors: [MKTG 351](#), not pre-major or undeclared; or declared BAIB major; or MCBE graduate standing (not pre-MBA). All other majors: [MKTG 351](#), junior standing.)

Both entertainment and hospitality students can benefit from an understanding of the theories of international trade and role of marketing decisions across national boundaries and markets. This course discusses concepts and principles of marketing strategies in organizations: recognition of environmental differences; market assessments; entry alternatives; positions of global independence; marketing problems; and critical implications.

MKTG 465 Managing Services Marketing (Pre-req: MKTG 351)

Both entertainment and hospitality students can benefit from an understanding of the unique marketing needs and challenges faced by service firms in an increasingly challenging global environment. This class discusses strategies for marketing services in a variety of industries: entertainment, tourism, hospitality, health care, financial services.

MKTG 430 Sports Marketing (Prerequisites: Business major, [MKTG 351](#); or MCBE graduate standing (not pre-MBA); or non-business major, junior standing, [MKTG 351](#).)

Both entertainment and hospitality students can benefit from an understanding of sports marketing, its role in business and society; different functional areas. Develop ability to apply theories and knowledge to solve problems faced by sports marketers.

CTVA 480 Management in Cinema, TV & the Arts (Prerequisite: completion of G.E. Category D.3.)

Entertainment students can learn about management structure and issues in the Cinema, Television and Arts industries. Course will discuss audience measurement, distribution, finance, personnel, programming, regulation and sales. May include applied experience with college media activities.

THTR 351 Theater Management (Prerequisite: junior or senior standing)

Entertainment and hospitality students are given an overview of theatre producing, audience development, fundraising, business management; arts management principles and organization. Participation in College of the Arts management work required. (6 hours activity)