Hospitality & Tourism Data Analytics Masters of Science
Degree Requirements – Resident/Blended Modality
(30 semester hours)

Required Courses (21 hours):			
	CMHT 5350 or HMGT 5280	Issues & Trends	3 hours
		Hotel and Restaurant Operations (O)	
	HMGT 5590	Hospitality and Tourism Data Analytics	3 hours
	HMGT 5860	Strategic Management in HM (O)	3 hours
	ADTA 5130 or CMHT 5400	Data Analytics I	3 hours
		Quantitative Data Analysis: Applications in MHM	
	ADTA 5230	Data Analytics II	3 hours
	ADTA 5240 Or CMHT 6500	Harvesting, Storing and Retrieving Data	3 hours
		Social Media Analytics using SNA	
	ADTA 5250 Or CMHT 6600	Large Data Visualization	3 hours
		Network analysis and visualization	
Content Courses: Select 9 hours			
	HMGT 5250	Restaurant Development (O)	3 hours
	HMGT 5520	Global Tourism (O)	3 hours
	HMGT 5530	International Sustainable Tourism	3 hours
	HMGT 5540	Tourism Services Mgmt and Mktg	3 hours
	HMGT 5560	Planning and Policy in Sustainable Tourism	3 hours
	HMGT 5585	SMART Destinations (O)	3 hours
	HMGT 5630	Advanced Convention and Event Mgmt. (O)	3 hours
	CMHT 5200	Mixed Methods Research for Consumer Markets (O)	3 hours
	CMHT 5460	Human Capital Development	3 hours
	CMHT 5830	Legal & Regulatory Aspect	3 hours
	HMGT 5790	Field Experience	3 hours
	HMGT 5900-5910	Special Problems	3 hours
	HMGT 5920	Problem in Lieu of Thesis	3 hours
	ADTA 5340	Discovery and Learning with Big Data	3 hours
	DCAS 5261	Qualitative Research Fundamentals in Digital Communication	3 hours

- Students may earn a **Data Analytics Graduate Academic Certificate** if they complete five ADTA courses (ADTA 5130, ADTA 5230, ADTA 5240, ADTA 5340, ADTA 5250).
- With permission, students may transfer up to nine (9) approved accredited graduate hours.
- Students have a total of five years to complete the Masters of Science degree. The five-year rule begins with the earliest date of any transferred graduate hours applied to the UNT degree. Graduate students must secure written permission from the graduate dean before registering for any course or courses at another institution while registered for any courses at UNT.
- Specific admission requirements for the graduate certificate program are in the UNT Graduate Catalog. http://www.unt.edu/catalog/grad/index.htm

Progression of Data Analytics Coursework

Resident modality:

- CMHT 5400 Or ADTA 5130 → ADTA 5230
- ADTA 5240 Or CMHT 6500 → *ADTA 5340* (not required, but need for Data Analytics GAC)
- ADTA 5250 Or CMHT 6600

Online modality:

- ADTA 5130 → ADTA 5230 Or (DCAS 5000 → DCAS 5251)
- ADTA 5240 Or DCAS 5331 → *ADTA 5340* (not required, but need for Data Analytics GAC)
- ADTA 5250 Or DCAS 5361
- DCAS 5261 (not required, but need for Digital Communication Analytics GAC)

Curriculum Mapping

Semester	Resident	Online (8-week courses)
1	CMHT 5400 Or ADTA 5130	1. ADTA 5130 or DCAS 5000 2. ADTA 5230 or DCAS 5251
2	• ADTA 5230 • ADTA 5240 Or CMHT 6500	1. ADTA 5240 Or DCAS 5331 2. *ADTA 5340 or DCAS 5261 (if need GAC)*
3	ADTA 5250 Or CMHT 6600	ADTA 5250 Or DCAS 5361