

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 Hotel and Restaurant Operations (O)	3 hours
HTAN 5300 Or	Hospitality and Tourism Data Analytics	3 hours
CMHT 5870 Or HMGT 5860	Customer Relationship Management Analytics Strategic Management in HM (O)	3 hours
CMHT 5400 Or ADTA 5130	Quantitative Data Analysis: Applications in MHM Data Analytics I	3 hours
HTAN 5500 Or ADTA 5230	Multivariate Data Analysis Techniques in Hospitality, Event, and Tourism Data Analytics II	3 hours
CMHT 5500 Or ADTA 5240	Social Media Analytics using SNA Harvesting, Storing and Retrieving Data	3 hours
CMHT 6600 Or DCAS 5361 Or ADTA 5250	Network analysis and visualization Data Visualization for the Digital Communication Analyst Large Data Visualization	3 hours
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
HMGT 5640	Global Healthy Sustainable Foods	3 hours
HMGT 5650	Strategic Marketing of Events	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.



Hospitality & Tourism Data Analytics Masters of Science Degree Requirements – 100% Online Modality (30 semester hours)

Required Courses (21 hours):		
HMGT 5280 Or CMHT 5350	Hotel and Restaurant Operations Issues & Trends	3 hours
HMGT 5585	SMART Destination	3 hours
CMHT 5870 Or HMGT 5860	Customer Relationship Management Analytics Strategic Management in HM (O)	3 hours
ADTA 5130 Or DCAS 5000	Data Analytics I Introduction to Digital Communication Analytics	3 hours
ADTA 5230 Or DCAS 5251	Data Analytics II Quantitative Research Fundamentals in Digital Communication	3 hours
ADTA 5240 Or DCAS 5331	Harvesting, Storing and Retrieving Data Social Media Analytics	3 hours
ADTA 5250 Or DCAS 5361	Large Data Visualization Data Visualization for the Digital Communication Analyst	3 hours
Content Courses: Select 9 hours		
HMGT 5250	Restaurant Development	3 hours
HMGT 5520	Global Tourism	3 hours
HMGT 5630	Advanced Convention and Event Management	3 hours
HMGT 5640	Global Healthy Sustainable Foods	3 hours
HMGT 5650	Strategic Marketing of Events	3 hours
CMHT 5200	Mixed Methods Research For Consumer Markets	3 hours
CMHT 5460	Human Capital Development	3 hours
CMHT 5440	Consumer Theory	3 hours
CMHT 5700	Service Excellence	3 hours
HMGT 5790	Field Experience (only with permission of advisor)	3 hours
HMGT 5900-5910	Special Problems (only with permission of advisor)	3 hours
HMGT 5920	Problem in Lieu of Thesis	3 hours
ADTA 5240	Discovery and Learning with Big Data	3 hours
DCAS 5261	Qualitative Research Fundamentals in Digital Communication	3 hours
HMGT 5500*	Technology & Innovation in Hospitality, Event, and Tourism	3 hours
EDEM 5600*	Sustainability in the Event Industry.	3 hours
HMGT 5820*	Facilities, Equip. Layout & Design	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).
- Students may earn a **Digital Communication Graduate Academic Certificate** if they complete five DCAS courses (DCAS 5000, DCAS 5251, DCAS 5261, DCAS 5331, DCAS 5361).
- * Dual-numbered courses. Student are allowed to take up to two dual number courses. Cannot repeat if taken for undergraduate credit.
- 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.