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
	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 Quantitative Data Analysis: Applications in MHM	3 hours
	ADTA 5230	Data Analytics II	3 hours
	ADTA 5240 Or CMHT 6500	Harvesting, Storing and Retrieving Data Social Media Analytics using SNA	3 hours
	ADTA 5250 Or CMHT 6600	Large Data Visualization Network analysis and 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
	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

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
	HMGT 5860	Strategic Management in HM	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
	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).
- * dual-number 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.
- Specific admission requirements for the graduate certificate program are in the UNT Graduate Catalog. http://www.unt.edu/catalog/grad/index.htm

Version: 08/23/23 (approved for 24-25 catalog)

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