

PROSPECTIVE GRADUATE STUDENTS

ELEVATE
YOUR CAREER
WITH GRADUATE STUDIES

UNIVERSITY of **HOUSTON**
CONRAD N. HILTON COLLEGE

GRADUATE STUDIES represent an invaluable investment in yourself. If you want to elevate your career and make yourself more marketable in the highly competitive global hospitality industry, the University of Houston Conrad N. Hilton College of Hotel and Restaurant Management is the BEST place to pursue your graduate education.

Established by iconic hotelier Conrad N. Hilton in 1969, Hilton College is consistently ranked among the top hospitality programs in the world and is known for producing business-minded leaders who make an immediate impact on the industry.

The University of Houston, one of only three Carnegie-designated Tier One research universities in Texas, is a powerhouse of innovation. As one of 13 colleges at UH, Hilton College is a powerhouse in its own right. With just over 1,000 undergraduates and 100 graduate students, we're a small college of "people people," but we have a BIG reputation for our robust academic research culture and strong ties to industry. That unique combination of service and scholarship is what makes us a world leader in hospitality education. At Hilton College, we are powering the future for the next generation of global hospitality leaders. We are hospitality.

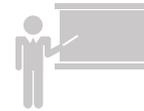


Invest in Your Future » *ELEVATE* Your Career

Hilton College's top-ranked graduate programs are the perfect springboard to take your career to the next level, thanks in part to our:



Reputation and Brand. We have a strong industry reputation. The Hilton name is known for its quality throughout the industry and throughout the world. Your degree is backed by the strength of the Hilton brand.



Faculty. We have a diverse faculty recognized the world over for their extensive industry experience, teaching excellence and cutting-edge research.



Global Alumni Support. Our alumni, some 7,300 strong, work in hospitality leadership positions in more than 50 countries around the world. They offer internships, hire our graduates and often work with our master's students to conduct market and feasibility studies, among other research projects.



Networking Strength. We have solid industry relationships and extensive contacts, internships in all sectors of hospitality here and abroad, bi-annual career fairs, comprehensive and dedicated career development and placement services, and annual graduate conferences.



Community. We're a small college with a great sense of community, located on the campus of a major Tier One research university in the nation's fourth-largest and most ethnically diverse city. Here, hospitality opportunity abounds.



Facilities. We are one of only two hospitality programs in the country that owns and operates our own teaching hotel. From our new, state-of-the-art beverage and food lab to our newly renovated library, our facilities are designed for world-class educational experiences.



Career Placement. Hilton College graduates are highly sought-after by recruiters from the world's top hospitality companies. Placement for our grad students, both domestic and international, averages upward of 90 percent upon graduation.



Diversity. The University of Houston is the second most ethnically diverse major research university in the country, attracting students from more than 137 countries. Students from 49 countries study at Hilton College, making us among the most diverse hospitality programs in the world.



Headquarters for Industry. We are home to prestigious, national institutes that link academia and industry. The American Hotel & Lodging Association (AH&LA) Information Center and the Hospitality Financial and Technology Professionals (HFTP) Research Office are housed here, as well as the Wine & Spirits Management Institute (W&SMI) and the Hospitality Industry Archives—the world's largest repository for hospitality artifacts and historical documents.



Career Advancement. Our MS curriculum is designed to develop leadership, problem-solving and critical-thinking skills that will help advance your career. And, through internships and any number of annual college events and industry-related field trips, we offer essential hands-on experiences outside the classroom that have a direct impact on your employability.

“REPUTATION, FACULTY, ALUMNI SUPPORT, DIVERSITY—THESE ARE ALL ASSETS THAT SET US APART FROM OTHER HOSPITALITY PROGRAMS AND GIVE OUR GRADUATES A COMPETITIVE EDGE.”

— DEAN DENNIS REYNOLDS





"I AM LOOKING FOR STUDENTS WITH A GREAT HOSPITALITY PERSONALITY, A BUSINESS MINDSET AND A SUSTAINED MOTIVATION TO BE SUCCESSFUL LEADERS IN THE INDUSTRY. WE CAN TEACH YOU WHAT YOU DON'T KNOW. WE CAN DEVELOP YOUR SKILLS AND CONFIDENCE. WE CAN'T TEACH HEART."

— DR. KI-JOON BACK

Associate Dean for Research & Graduate Studies

Choose a Degree » *ELEVATE* Your Potential

Whether you already have industry experience, have just earned your bachelor's degree, or are a "people person" who wants to reinvent yourself with a new career, the graduate experience at Hilton College allows you to elevate your potential by preparing you to excel, lead *and* increase your earning potential in the opportunity-rich hospitality industry.

We offer:

- **Master of Science in Hospitality Management.** This two-year MS program combines theoretical learning, practical experience and industry research in a highly supportive environment. Your core courses in management, business and research are complemented with a directed practicum that provides industry experience in your chosen specialty. And you can also customize your degree plan to focus on an area of specialization such as finance, revenue management, human resources, food & beverage, hotels, events, hospitality education and more. To earn this degree, students must complete a minimum of 36 semester credit hours and either a thesis or professional paper. *Students with the equivalent of a U.S. four-year bachelor's degree in any discipline are eligible to apply.* It is also possible to complete this MS program on a part-time basis.
- **Joint Master of Science/Master of Business Administration.** This three-year degree is offered through a partnership between Hilton College and the University of Houston **Bauer College of Business**. Through this program, students earn both an MS and MBA in less time than it would take to earn each degree independently. This degree requires a minimum of 63 semester hours. Students must apply separately to each program and meet admissions requirements for both. Once admitted into one of the programs, students must gain admission to the second within one calendar year. Students receive two diplomas and must file for graduation with both degrees in the same semester.
- **Master of Science in Global Hospitality Business.** This unique, first-of-its-kind degree is offered in partnership with **Ecole hôtelière de Lausanne** and the School of Hotel and Tourism Management at **The Hong Kong Polytechnic University**. A global, premier program, this degree provides select students with an extensive understanding of world markets and firsthand experience of local cultures across three continents. Students spend three semesters—one in Switzerland, one in Hong Kong and one in Houston—plus three months at the headquarters of a global hospitality company participating in a personalized capstone project. Business field trips to global tourism hubs are also part of this intense curriculum. Students earn three professional certifications, as well as the accredited master's degree from the campus of their choice. *Note: Admission criteria and tuition for this degree program differ from our other graduate degrees.*
- **Online Executive Master of Hospitality Management**—*beginning January 2017.* This one-year program was created to accommodate the schedules of busy hospitality industry professionals who want to refine their academic and leadership skills. It requires 30 credit hours—21 hours of required courses and 9 hours of prescribed electives. Each course is 5 weeks long, with a 1-week break between courses. Applications open each June for January enrollment.
- **Ph.D. in Hospitality Administration.** This program is designed for students seeking to gain a position as a tenure-track assistant professor at a research-oriented university. Specifically, this degree program provides students with the theoretical foundation, practical knowledge, research development, grantsmanship and critical-thinking skills for careers in academia and hospitality administration.

Get to Know Our Faculty » *ELEVATE* Your Expectations

Our faculty is diverse, engaged, approachable and committed to your success. Because their expectations are high, yours will be elevated as well. Visit the CONTACT US faculty directory on our website and see for yourself the depth of expertise and real-world knowledge our faculty brings to the classroom.



Dr. Ki-Joon Back, associate dean for research & graduate studies and Eric Hilton Distinguished Chair, earned his Ph.D. from Penn State University. His research interests include brand image in the hotel, restaurant, convention and casino industries; customer satisfaction; and gambling impact and attitude studies.

Dr. Dennis Reynolds, dean and Barron Hilton Distinguished Chair, earned his Ph.D. from Cornell University. His research interests include organizational leadership, operational productivity analysis and enhancement, human resources and managerial productivity.



Dr. Mary Dawson, associate dean for academic affairs and Donald H. Hubbs Professor, received her Ed.D. from the University of Houston. Her research interests include restaurant operations, hospitality culture, and training and development in diversity.



Dr. Stephen Barth, professor and attorney, earned his J.D. from Texas Tech University. His research interests and areas of expertise include hotel law, restaurant law, loss prevention in hotels and restaurants, responsible service of alcohol, travel risk management, positive leadership, emotional intelligence and customer care.

Dr. JéAnna Abbott, who earned both her J.D. and Ph.D. from the University of Houston, is the Spec's Charitable Foundation Professor in Social Responsibility. Her research interests include hospitality law and ethics, conflict management, negotiations, human resources, reconciliation after trust violations and social responsibility.

Dr. John T. Bowen, professor and former dean of Hilton College, earned his Ph.D. from Texas A&M University. His research interests include customer satisfaction, customer loyalty, co-creation and hospital patient satisfaction.



Dr. Carl A. Boger Jr., professor and Clinton L. Rappole Endowed Chair, received his Ph.D. from Purdue University. His research is focused on luxury branding, China's luxury market, brand value and extension, and the cultural and Millennial influence on brands.

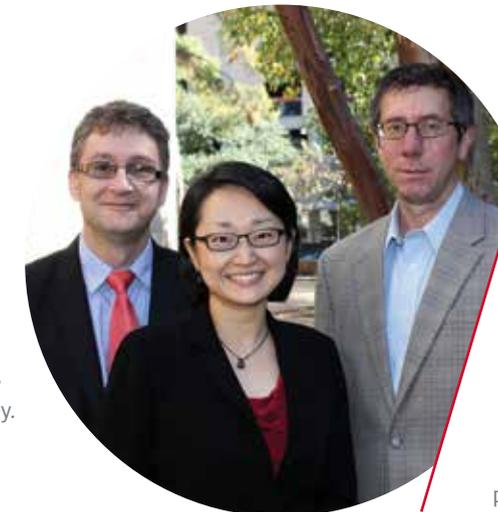
Dr. Agnes L. DeFranco, professor and Conrad N. Hilton Distinguished Chair, received her Ed.D. from the University of Houston. Her research interests include finance, accounting, cost controls, technology and hospitality education.



Dr. Priyanko Guchait, assistant professor, earned his Ph.D. from Penn State University. His research interests include error management, service failure and recovery, team effectiveness, leadership, human resources, employee turnover and performance.

Dr. D. Christopher Taylor, assistant professor and director of the beverage management program and Fred Parks Wine Cellar, received his Ph.D. from Texas Tech University. His research interests include wine preference development and education, consumer behavior and marketing of wine, wine tourism and eco-wine tourism.

Dr. Cristian Morosan, assistant professor, received his Ph.D. from Iowa State University. His research interests include information technology adoption, biometric systems, security and privacy issues, e-marketing and mobile technology.



Dr. Jason Draper, assistant professor, received his Ph.D. from Clemson University. His research interests include resident attitudes toward community and tourism development; meetings, incentives, conventions and events; and visitor inquiry studies.

Dr. Yoon Koh, assistant professor, earned her Ph.D. from Temple University. Her research interests include the performance implications of corporate strategies, internationalization issues and hospitality industry performance measures.

“OUR FACULTY UNDERSTANDS WHAT THE INDUSTRY WANTS. THEY ARE NATURAL MENTORS, BOTH IN YOUR PROFESSIONAL AND ACADEMIC DEVELOPMENT. THIS IS A UNIQUE COLLABORATIVE ENVIRONMENT.”

— DR. MARY DAWSON

Associate Dean for Academic Affairs

Dr. Juan M. Madera, associate professor, received his Ph.D. from Rice University. His research is focused on diversity and discrimination in the workplace, employment interview and selection issues, training and development, and research methodology.

Dr. Jay Neal, associate professor, received his Ph.D. from Texas A&M University. His research interests include food microbiology, food-safety training, foodservice systems, post-harvest treatments for food products and sensory evaluation.



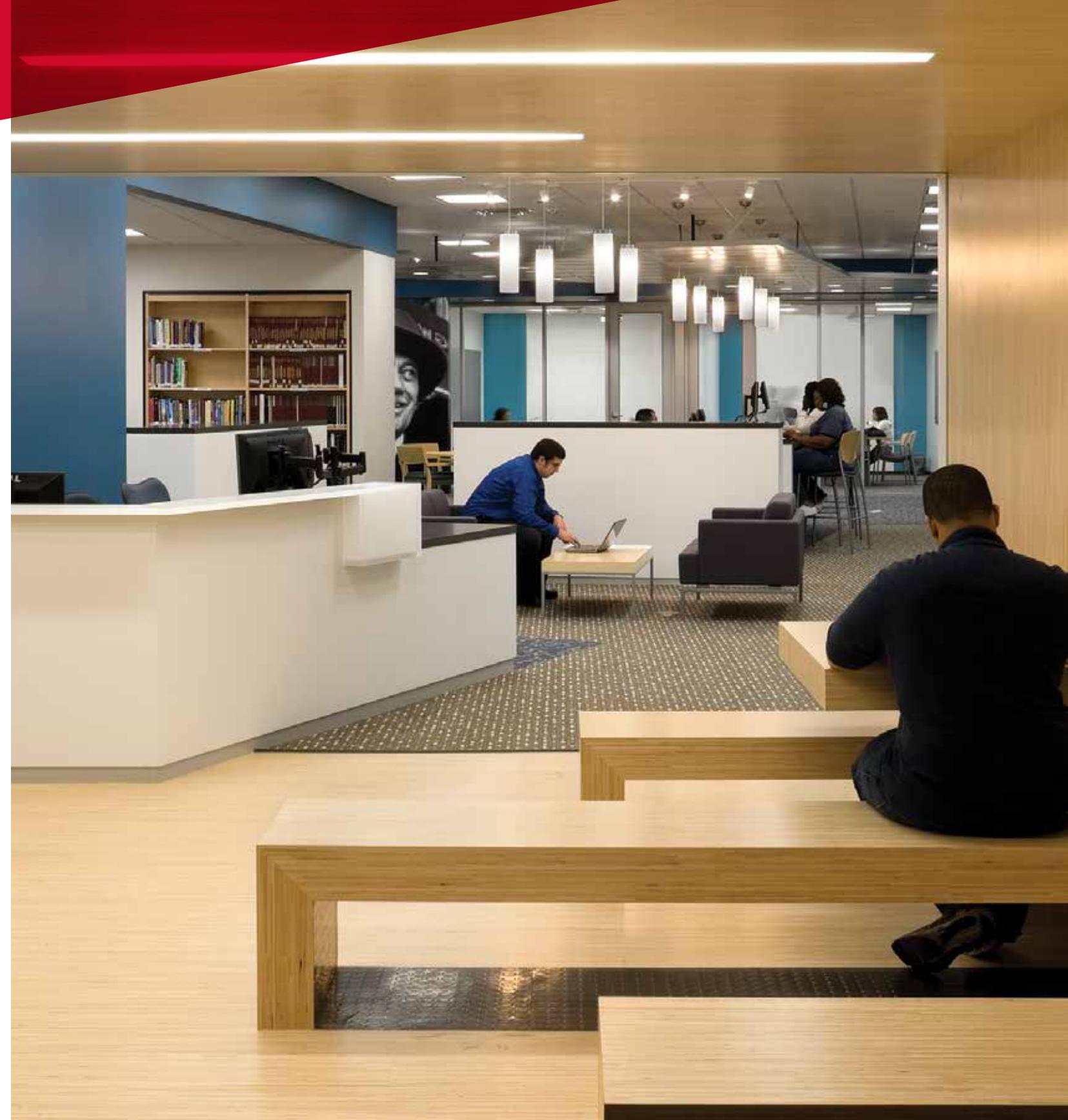
Dr. Karl Titz, associate professor, earned his Ph.D. from Kansas State University. Past research streams have included gaming behavior, experiential consumption, foodservice administration, service management and evaluation, and RV resort operations and management.

Dr. Nancy S. Graves, associate professor, earned her Ed.D. from the University of Houston. Her research is focused on nutrition with applications to restaurants and senior living; foodservice management; and environmental sustainability for foodservice operations.



Dr. Rachel Han, assistant professor, earned her Ph.D. from Penn State University. Her research is centered on pricing and promotion, revenue management and consumer behavior.

Dr. Sujata Sirsat, assistant professor, earned her Ph.D. from the University of Arkansas. Her research is focused on food safety, food microbiology, molecular biology and post-harvest hurdle methods for foods.



Experience Houston » *ELEVATE* Your Opportunity



OUR CITY

A diverse, international community with strong historical ties to the oil and gas industry, Houston has undergone an urban renaissance in the past decade, now known as much for its vibrant cultural and culinary scenes as for its thriving business and economic opportunities. It's an exciting, young city of more than 5 million people, full of possibilities for culture and entertainment:

- More restaurants per capita than anywhere else in the world
- World-class shopping for any budget
- Four major professional sports franchises
- Acclaimed Museum District
- Permanent professional resident opera, ballet, music and theater companies
- Vibrant downtown nightlife
- Beautiful public parks and biking trails
- Art and music festivals
- The world-famous annual Houston Livestock Show and Rodeo.

And if you want to escape city life, it's a short 45-minute trip south to the beaches of Galveston.

“LOCATION MATTERS.
ONE OF THE THINGS THAT SEPARATES US FROM
OTHER MS PROGRAMS IS THAT THE INDUSTRY COMES TO US. THE FACT
THAT YOU CAN LIVE AND WORK IN HOUSTON WHILE PURSUING YOUR DEGREE, COMBINED
WITH THE ACADEMIC OPPORTUNITIES PROVIDED BY OUR FACULTY AND FACILITIES,
MAKES OUR GRADUATES STAND OUT TO POTENTIAL EMPLOYERS.”

— DR. KI-JOON BACK

Associate Dean for Research & Graduate Studies

OUR UNIVERSITY

The University of Houston—located just 10 minutes from downtown—offers its more than 42,500 students all the resources of a major Tier One public research university and more, including:

- The state-of-the-art M.D. Anderson Library, a specialized writing center and extensive learning-support services
- An exceptional Recreation and Wellness Center, complete with a natatorium and climbing wall
- Ever-expanding on-campus residential options, including townhomes, apartments, lofts and traditional dormitories
- The METRORail Purple Line, which goes through campus into the heart of downtown Houston
- A sprawling Student Center, directly across the street from Hilton College, with a Barnes & Noble Bookstore, food court, bowling alley, arcade, pool tables and a movie theater
- Exciting Division 1 NCAA Athletics at first-class facilities like the all-new TDECU Stadium.

OUR COLLEGE

Hilton College is the ideal place to study hospitality. We have three computer labs, a student-run restaurant, a student-run coffee shop, spacious classrooms and several food-science labs—including test kitchens and a product-evaluation lab. Other highlights include:

- Our teaching hotel, the Hilton University of Houston—one of more than 530 Hilton-branded hotels worldwide
- The state-of-the-art Spec's Beverage & Food Appreciation Laboratory, the only facility of its kind in the central United States
- The Massad Family Library Research Center and adjoining Hospitality Industry Archives
- The Hospitality Industry Hall of Honor, created in 1995 to recognize the accomplishments and contributions of some of the industry's most iconic visionaries and brands.

The proximity of these resources, combined with our hospitality connections, provides a direct conduit from academia to the industry. As a grad student, you'll enjoy timely, relevant research opportunities and extraordinary access to both data and funding.



“OUR STUDENT BODY REFLECTS THE CULTURAL DIVERSITY OF THE GLOBAL HOSPITALITY INDUSTRY. THEY ALSO REPRESENT A DIVERSITY OF WORK, EDUCATIONAL AND LIFE EXPERIENCES. NO OTHER PROGRAM IN THE COUNTRY CAN MATCH WHAT OUR GRADUATE COHORT CAN TEACH EACH OTHER—AND THAT’S A BIG PLUS, IN HOUSTON AND WHEREVER ELSE OUR DEGREE MAY TAKE YOU.”

— DR. KI-JOON BACK

Associate Dean for Research & Graduate Studies

Make Fast Friends » ELEVATE Your Happiness Quota

Our current cohort of graduate students comes from China, Brazil, India, Kenya, Venezuela, Vietnam, Belize, Korea, Germany, Iran, Lebanon, Mexico—and, of course, the U.S. and Houston, Texas—to name but a few. Because of the nature of our program, classes are small and connections and lifelong friendships are instant. No matter where you’re from, you’ll quickly feel at home.

As a student here, you can join any of our 15 hospitality organizations, but it’s our Graduate Student Association (GSA) many find most beneficial. From organizing industry-specific tours, networking mixers and socials to facilitating group outings to the city’s many ethnic enclaves and arranging airport transportation for incoming international students, the GSA is an invaluable resource for all of our graduate students.

Learn About Scholarships & Assistantships

» *ELEVATE* Your Competitive Spirit

Like our program, our tuition and fees are competitive. Our comparatively low costs can be further offset by financial aid, Hilton College graduate assistantships and scholarships awarded by both the College and the University of Houston.

If you're interested in teaching opportunities and research, consider applying for a graduate assistantship. Assistantships, though limited, focus on an area of concentration such as foodservice, lodging, accounting, hospitality-technology systems or research. Graduate assistants typically work 20 hours per week and receive monthly stipends. Additionally, out-of-state applicants who qualify for graduate assistantships are eligible to receive in-state tuition.

Apply to Our Grad Program » *ELEVATE* Your Horizons

Admission to our graduate program is based on previous academic records, GRE/GMAT scores and hospitality-related experience. Students with international degrees may be required to submit official TOEFL or IELTS scores and must comply with the English proficiency requirements set by the University of Houston.

All of our graduate programs have the same application website, but each degree has different admission criteria. For specific details, visit our website at www.hrm.uh.edu or contact our graduate programs manager.

Here are some helpful links:

- Apply online. www.applyweb.com/uhouston
- Overview. www.hrm.uh.edu/GraduateAdmissions
- Official GRE or GMAT scores. We recommend that these exams be successfully completed *prior* to submitting your graduate application. Institution code for GRE is 6870; GMAT is XT1-1C-6g. www.GRE.org and www.GMAC.com
- International applicants. Transcript information, English language proficiency requirements and F-1 Visa information. www.hrm.uh.edu/GraduateInternational
- On-campus housing. www.housing.uh.edu
- Resources offered at UH. www.uh.edu
- About Houston. www.visithoustontexas.com



Expand Your Education » ELEVATE Your Marketability

Hospitality is the world's No. 1 employer, a \$1.8-trillion industry expected to directly employ more than 120 million people and support 300 million jobs by 2020.

A degree from the Conrad N. Hilton College of Hotel and Restaurant Management *will* open doors to career opportunities the world over and give you a competitive advantage in this dynamic industry. Why *wouldn't* you want to be a part of that?!

Consider Us » Apply Today!

We welcome your questions, and we welcome you!

FOR MORE INFORMATION about our MS, MS/MBA, MHM and Ph.D. degrees, contact:

Graduate Programs Manager

Email: HiltonGrads@uh.edu

Phone: 713-743-2457 / Outside the U.S., call +1-713-743-2457

Skype ID: hrmgraduateprogram

FOR MORE INFORMATION about our MS in Global Hospitality Business, contact:

Director of International Programs

Email: HiltonGlobalMS@uh.edu

Phone: 713-743-4790 / Outside the U.S., call +1-713-743-4790

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CONRAD N. HILTON COLLEGE

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WE ARE **HOSPITALITY**