

University of Nevada Las Vegas Graduate College

THIS FORM MUST BE SUBMITTED WITH PART ONE OF THE PROPOSED MASTERS DEGREE PROGRAM FORM.

Student #: L000

Last Name: _____ First Name: _____ MI: _____

Department: William F. Harrah College of Hotel Administration Degree: Masters of Science Hotel Administration

+ Indicates Transfer Work

Indicates work taken as a special student

Course #:	Course Title	Anticipated Term/Year	Grade	Date Complete
HOA 703	Human Resources & Behavior in the Hospitality Industry		3	
HOA 705	Financial Analysis for the Service Industries		3	
HOA 711	Laws of Innkeeping and Food Service		3	
HOA 716 or HOA 717 or HOA 718 or HOA 720	Principles and Practices in Hotel Management Principles and Practices of Convention and Meetings Principles of Casino and Gaming Management Principles and Practices of Food Service Management		3	
HOA 730	Statistical Analysis for Hospitality and Leisure Studies		3	
HOA 731	Operations Analysis in Hospitality Management		3	
HOA 735	Research Methodology		3	
HOA 740	Marketing Systems		3	
HOA 760 or HOA 761 or HOA 762 or HOA 763 or HOA 764 or HOA 777	Research Seminar in Hotel Administration Research Seminar in Food Service Management Research Seminar in Education or Research Seminar in Casino and Gaming Mgt Research Seminar in Convention Mgt Critical Issues in Hospitality Management* * Students may substitute a supporting course for HOA 760, 761, 762, or 763 if they are taking a concentration of courses in one area such as human resource management, accounting, or marketing and they have the approval of their chair or graduate advisor.		3	
Supporting Elective Course			3	
Supporting Elective Course			3	
HOA 791 or	Professional Paper		3 Or	
HOA 799	Thesis An oral examination is required of all candidates for the M.S. degree.		6	
	Total Earned		36	

MASTER OF SCIENCE: HOTEL ADMINISTRATION PROGRAM DESCRIPTION

The Master of Science degree program is designed to meet the needs of managers in the hospitality industry and instructors/researchers in hospitality education programs. Graduate students can pursue a program emphasis in food service administration, hotel administration, hospitality education, convention & meeting planning, or casino operations.

RANKED NUMBER ONE IN THE WORLD WITH CORNELL FOR HOTEL ADMINISTRATION!

With more than 125,000 hotel rooms and hundreds of restaurants, conventions and trade shows, and with some of the nation's finest entertainment venues, retailers from all over the world, and superb recreation facilities, Las Vegas has truly become the world's greatest laboratory for UNLV's William F. Harrah College of Hotel Administration.

Students in the college are exposed to the breadth of the hospitality and leisure services industry while they are also given the opportunity to specialize in an area of interest. Some specialties include:

- food and beverage management
- lodging management
- gaming management
- entertainment management
- private and public club management
- professional golf management
- recreation management
- meeting and convention management
- Timeshare Management

Strong academics coupled with focused internship and mentor programs prepare students to enter the growing global hospitality and leisure services industry.

Students also have the benefit of learning from faculty members who are some of the country's leading authorities in their areas of expertise. Our faculty have authored numerous [textbooks](#) that are used worldwide by other hospitality programs as well as industry professionals. Practicing industry professionals are invited into the classroom as guest lecturers and each year, more than 100 hospitality companies visit UNLV to recruit our students for full-time and summer employment.

If you are interested in a career in the dynamic and fast-paced hospitality and leisure services industry and want an experience unparalleled to any other program in the world, there is no better place to learn. Join us at UNLV.

Stuart H. Mann
William F. Harrah College of Hotel Administration

William F. Harrah College of Hotel Administration



William F. Harrah College of Hotel Administration located in Frank and Estella Beam Hall

Close collaboration between educators and representatives of the resort industry has enabled the William F. Harrah College of Hotel Administration to flourish over the years in the "living laboratory" of Las Vegas. In the mid-1960s, Nevada Southern's Division of Business began offering a few classes in hotel administration. University officials hired a consultant, Howard Meek, retired dean of Cornell University's hotel school, to develop a similar program, and he brought in Jerome J. Vallen, a Cornell graduate with extensive experience in hotel management.

Establishing the College

Initially funded by the Nevada Resort Association, the hotel program began with 16 students in 1967, with Vallen serving as director. A year later, 120 students were enrolled, and the program became a department. By 1969, the program's growth led to the establishment of the College of Hotel Administration, offering a bachelor's degree, and in 1975, Vallen became dean. Over the years, Vallen was pivotal in developing the college's national reputation, raising funds, and enhancing the curriculum.

Building Bridges to the Industry

In the late 1980s, the college created departments—food and beverage management, tourism and convention administration, and hotel management—and added a master's degree, a hospitality research and development center to build more bridges to the industry, and an office of external affairs for fundraising and outreach. At the end of the decade, the Holiday Corporation and William Harrah's widow donated \$5 million to the college, which was then renamed the William F. Harrah College of Hotel Administration, in honor of the legendary northern Nevada casino owner.

In 1989, after 22 years of service to the university, Vallen stepped down, remaining on the faculty to pursue teaching and research. Under his successor, David J. Christianson, the college soon added a doctoral program and created the International Gaming Institute, a source of information and training for the gaming industry. A donation of more than \$6 million from Stan Fulton, chairman of Anchor Gaming, led to the construction of a building in his name, complete with conference rooms, food and beverage facilities, and a gaming laboratory.

Continued Growth

Arriving in 1998, the current dean, Stuart H. Mann, has overseen the college's continued growth, with almost 2,500 students from 42 states and 39 countries enrolled in various undergraduate and graduate programs such as lodging, food and beverage, meetings and events, professional golf, and gaming management.

The dual master of business administration/master of science in hotel administration program is designed for students who aspire to become business leaders in hotel administration. An executive online program enables industry professionals to pursue a master of hospitality administration at their own pace. A doctorate in hotel administration is aimed at students who want to teach hospitality management at the university level. In 2006, the college began offering its bachelor's degree program in hospitality management in Singapore, the university's first international campus.

Generous Donors

The college has benefited greatly from generous donors over the years. Eight hotel college donors belong to UNLV's Palladium Society for contributions of over \$1 million: the Ace Denken Company, which donated \$2 million in 1992 to establish a doctoral program and create a research chair; Sam and Mary Boyd, and their son Bill, the builders of Boyd Gaming; Stan Fulton; Verna Harrah; Harrah's Entertainment; International Game Technology; and Southern Wine & Spirits of Nevada.

Successful Alumni

From the beginning, the college has emphasized real-world experience. Professors have extensive industry qualifications, and students are required to complete an internship and 1,000 related work hours to round out their experience. The tradition of building close relationships with the Las Vegas resort industry and the international hospitality industry has helped graduates consistently get top job offers.

The college's many accomplished alumni include:

- Paula Eylar, '89 B.S., '97 M.B.A., vice president of internal audit, Boyd Gaming
- Guy Fieri, '90, 2006 winner of the Food Network's "Next Food Network Star" reality competition and star of the shows "Guy's Big Bite" and "Diners, Drive-ins and Dives"
- Bill Hornbuckle, '84, president and chief operating officer, Mandalay Bay Resort & Casino
- Chuck Lehman, '71, president, Fresh and Ready Foods in Southern California and Las Vegas
- George Maloof, '88, chief executive officer and president, Palms Casino Resort
- Bill McBeath, '87, president and chief operating officer, Bellagio
- Cynthia Kiser Murphey, '80 B.S., '95 M.S., senior vice president of human resources, MGM MIRAGE
- Bill Paulos, '69, principal, Cannery Casino Resorts
- Scott Sibella, '88, president and chief operating officer, MGM MIRAGE
- Jung-Ho Suh, '82, chairman, Ambassador Hotel Group

Faculty Research

College faculty members produce a range of innovative research:

- Assistant Professor Bo Bernhard is conducting research on whether the world's first widely used responsible-gaming device will effectively help people, including those with gambling problems, control their behavior.
- Associate Professor Christine Bergman has conducted extensive research on the advancement of analytical chemistry methods used in the development of rice with improved cooking, processing, and nutritional properties.
- Assistant Professor Kathryn Braun-La Tour has investigated how people's earliest and defining memories of products can be used as a tool to help managers more fully understand consumers' relationships to their products.
- Associate Professor Cheri A. Young has researched the extent to which Las Vegas residents behave as tourists when hosting visiting family and friends, and the hidden economic impact of residents' "tourism" spending.
- Assistant Professor Billy Bai has examined the impact of website development on customer satisfaction and purchase intentions.
- Professor Zheng Gu has researched the impact of institutional ownership on casino firm performance.
- Associate Dean for Academic Research and Professor Seyhmus Baloglu has investigated the brand image of Las Vegas as a convention venue destination.

Looking Ahead

Plans are now under way for INNOvation Village—comprising an on-campus hotel; restaurant; and related retail, conference center, and academic building—which will allow students and faculty to design, direct, and participate in advanced industry research.

In the years ahead, the college will continue to pursue its mission: to ignite the passion of its faculty and students for learning, discovery, and change in an ethical and collaborative environment that results in quality research, educational innovation, and meaningful service to its constituents.

Deans

1967 - Jerome J. Vallen, director and dean (1975)
 1989 - David J. Christianson
 1998 - Stuart H. Mann

Vision Statement

We will be the premier global leader for hospitality, tourism, and leisure sciences learning, discovery, social action, and innovation.

Mission Statement

Our mission is to ignite our faculty and students passion for learning, discovery and change in an ethical, supportive, collaborative, inclusive environment that results in quality research, educational innovation, and meaningful service to our constituents.