



Department of Human Sciences

## Hospitality and Retail Leadership Certificate (HRL-C)

The Department of Human Sciences from the College of Education and Human Ecology, at the Ohio State University is proud to offer the Certificate Program in Hospitality and Retail Leadership. This program is designed to prepare hospitality and retail professionals for a meaningful future in leadership positions of service organizations. Candidates in this program will receive 12 credit hours of Hospitality and retail leadership Services classes.

College of Education and Human Ecology  
Department of Human Sciences  
Undergraduate Student Services  
A100 PAES Building, 305 W. 17th Ave Columbus, OH 43210; 614-292-9261 <http://ehe.osu.edu/>

The undergraduate certificate in Hospitality and Retail Leadership consists of 12 credit hours. The certificate is designed to enable hospitality and retail industry professionals and students to understand the industry, with special emphasis on identification and solution of leadership problems.

**Required courses:**

- **CSFRST/CSHSPMG 2300** Branding in Fashion, Hospitality and Sport Industries – 3 hrs
- **CSFRST/CSHSPMG 3910** Consumer Service and Satisfaction – 3 hrs
- **CSFRST/CSHSPMG 3950** Social Media and IT in Fashion, Hospitality and Sport Industries – 2hrs
- **CSFRST/CSHSPMG 4680** Strategic Management in Fashion & Hospitality Industries – 2 hrs
- **CSFRST/CSHSPMG 3330** Corporate Social Responsibility, Sustainability & Entrepreneurship in Fashion & Hospitality Industries – 2 hrs

The academic program coordinator in the College of Education and Human Ecology must approve the Certificate Program Form. The student must file the approved form with a college or school counselor. For further information about the certificate program, contact the college.

**Learning outcomes:**

1. Define and identify successful branding strategies in the hospitality and retail industries
2. Articulate the importance of customer focus and service in organizations
3. Effectively recognize, interpret, and assess the Strategies and Challenges involved in development of social media strategy for the service organization
4. Develop strategies to improve operational effectiveness in the hospitality and retail industries
5. Evaluate leadership strategies for creating and maintaining viable solutions in the hospitality and retail industries

**Hospitality and Retail Leadership certificate program guidelines**

**Eligible candidates**

Appropriate candidates for this program include:

- Persons who are currently employed in the hospitality, retail or related service industries
- Persons who are not currently employed in the hospitality, retail or related service industries, but are seeking to re-enter the workforce
- OSU students in majors not related to service industry
- Other applicants with special circumstances will be considered

International applicants need 85 TOEFL score

Minimum previous education: High School Degree

**Cost**

The total cost of the program is based on 12 credit hours and a current OSU undergraduate tuition and fees per credit hour.

The College of Education and Human Ecology also has a competitive scholarship available for those demonstrating financial hardship. If this is a concern, please address this in your application.

**How to Apply**

Potential candidates should complete the application, provide a resume or CV, a letter of recommendation and a letter of intent discussing the ability to complete the program.

**Course Delivery**

Course can be delivered in face-to-face, hybrid and online mode. For further information about the course delivery in the specific semester, contact the college.

**Credit hours required**

A minimum of 12 credit hrs.

**Transfer credit hours allowed**

A maximum of 6.

Overlap with the major Not allowed and

- The certificate must be in a different subject than the major.

Overlap with minors Not allowed

- The certificate must be in a different subject than the minor.

**Grades required**

- Minimum C- for a course to count on the certificate.
- Minimum 2.00 cumulative point-hour ratio required for the minor