

Master of Business Administration
 Graduate Hospitality and Tourism Leadership Certificate
 Curriculum Map--Updated August 2023

ABBREVIATIONS

- CT = Critical Thinking
- COM = Communication
- INT/VAL = Integrity/Values
- CON = Content

INSTRUCTION/ASSESSMENT CODES

- I = instruction
- CA = course level assessment
- PA = program level assessment

CON
1.1 Apply advanced theoretical concepts to create solutions in the hospitality/tourism industry

Course	Title
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MBA Program Emphasis Courses

MBA Hospitality and Tourism Leadership Area of Emphasis

HMG 5466	Hospitality Financial Analysis & Revenue Optimization	I
HMG 5506	Service Experience Marketing for Hospitality Mgmt	I, CA, PA
HMG 6224	Leadership in Hospitality & Tourism	I

Approved April 2024