

**Master of Business Administration  
Hospitality and Tourism Leadership Area of Emphasis  
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

		MBA Assurance of Learning Plan					
		CT	COM		INT/VAL	CON	CON: Area of Emphasis
Course	Title	1.1 Synthesize complex information to make business decisions	2.1 Develop professional written presentations on advanced business topics	2.2 Produce professional oral presentations on advanced business topics	3.1 Integrate systemic advanced ethical reasoning with business decisions	4.1 Integrate advanced theories across business disciplines	5.1 Apply advanced theoretical concepts to create solutions in the hospitality/tourism industry

MBA Program Core Courses							
GEB 5878	Business Process Integration	I, CA	I, CA	I, CA, PA		I, CA	
GEB 5930	Info Resources & Industry Analysis	I, CA	I, CA, PA			I, CA	
ACG 6309	Accounting for Decision Making	I, CA				I, CA	
MAN 6156	Mgmt & Organizational Behavior	I, CA	I, CA		I, CA	I, CA	
QMB 6305	Quantitative Methods for Business	I, CA	I, CA			I, CA	
ECP 6705	Advanced Managerial Economics	I, CA, PA	I, CA	I, CA	I, CA, PA	I, CA, PA	
FIN 6406	Financial Management	I, CA, PA	I, CA			I, CA, PA	
ISM 6137	Business Analytics	I, CA, PA	I, CA			I, CA, PA	
MAR 6815	Marketing Management	I, CA, PA	I, CA		I, CA, PA	I, CA, PA	
MAN 6721	Strategic Mgmt & Policy Formulation	I, CA	I, CA	I, CA		I, CA	
MBA Program Emphasis Courses							
MBA Hospitality and Tourism Leadership Area of Emphasis							
HMG 5466	Hospitality Financial Analysis & Revenue Optimization	I, CA				I, CA	I
HMG 5506	Service Experience Marketing for Hospitality Mgmt	I, CA				I, CA	I, CA, PA
HMG 6224	Leadership in Hospitality & Tourism	I, CA				I, CA	I