Student Learning Outcomes

College of Business Administration
M.S. in Hospitality and Tourism

1. Students will develop an advanced understanding of how to communicate electronically with industry professionals.

2. Students will demonstrate competency in marketing skills that are pertinent to the hospitality and tourism industry.

3. Students will develop an advanced understanding of research methods and their application in the hospitality and tourism industry.

4. Students will develop problem solving, decision-making and leadership abilities.