

MBA - HOSPITALITY & TOURISM MANAGEMENT

While the Master of Business Administration Program has been designed primarily for the education of management generalists, the curriculum also includes a specialized program option in hospitality & tourism management. The program objective for the concentration is to have students demonstrate knowledge of key functions of the hospitality and tourism industry including hospitality law, sales and marketing, service management, and front office operations. Students who wish to focus their coursework in the hospitality and tourism sector are expected to complete the Master of Business Administration core curriculum, take the industry-specific courses listed below, and complete a hospitality graduate-directed practicum.

BA 500	MBA Fundamentals *	1
BA 600	Research Methods in Business and Education	3
BA 601	Managerial Economics	3
BA 602	Managerial Accounting	3
BA 605	Management Communications	3
BA 625	Global Strategic Management	3
BA 643	Strategic Change Management	3
Choose one of the following		3
BA 620	Financial Management	
BA 642	Leadership in Business and Professions	
BA 644	The Legal Environment of Business	
Additional degree requirements (15 Credits)		15
BA 720	Advanced Sales and Marketing in Hospitality	
BA 722	Advanced Front Office Operations	
BA 723	Legal Issues in Hospitality Management	
BA 724	Managing Service	
BA 729	Hospitality Graduate Directed Practicum	
Total Hours		37

* If your undergraduate degree is not in Business or a related field, and you have not taken classes in Business or have a substantial amount of experience working in the field, you must complete BA 500 prior to taking any other courses.