

## **MASTER IN BUSINESS ADMINISTRATION: Hospitality and Tourism Leadership Emphasis**

### **Mission Statement**

To prepare working and aspiring professionals with the skills necessary to embrace business opportunities through high-impact educational experiences.

### **Student Learning Outcomes**

Graduate students in the Business Administration/Hospitality and Tourism Leadership emphasis should become critical thinkers, effective communicators, ethical decision makers, and skilled business analysts. As such they will be able to do the following:

#### **Content**

- Integrate advanced theories across business disciplines
- Apply advanced theoretical concepts to create solutions in the hospitality/tourism industry

#### **Critical Thinking**

- Synthesize complex information to make business decisions

#### **Communication**

- Develop professional written presentations on advanced business topics
- Produce professional oral presentations on advanced business topics

#### **Integrity/Values**

- Integrate systemic advanced ethical reasoning with business decisions

### **Evaluation of Student Learning Outcomes**

A variety of assessment procedures are used in the program including observation, individual and group presentations, problems-based examinations, essay-based examinations, objective-based examinations, case analyses, research papers, and professional portfolios.

### **Professional Position Opportunities for Graduates**

Positions for which the Master of Business Administration/ Hospitality and Tourism Leadership Emphasis is a qualification or leads to professional certification include:

- Hotel Manager
- Restaurant Manager
- Entrepreneur/Small Business Owner
- Purchasing Agent
- Director of Food & Beverage
- Financial Analyst
- Sales Manager
- Marketing Research Analyst/Manager
- Operations Analyst
- Resort General Manager
- Retail Manager
- Accounting/Financial Manager
- Revenue Manager
- Hospitality Consultant
- Manager of Training & Development
- Public Relations Specialist
- Casino Manager
- Human Resources Manager
- Airline Industry Manager
- Cruise Line Manager
- Non-Profit Manager
- Tourism Bureau Manager
- Sport Facility Manager
- Special Events Manager
- Catering and Convention Manager
- Country Club Manager
- Convention & Visitors Bureau  
Manager
- Hospitality & Tourism Executive (e.g.,  
Executive Vice-President,  
Assistant/Associate Vice President,  
President, Chief Executive Officer,  
Chief Financial Officer, Chief  
Operations Officer)

***Find out more about UWF's Master of Business Administration/ Hospitality & Tourism Leadership Emphasis at***

***<https://uwf.edu/cob/departments/global-hospitality-and-tourism-management/academic-programs/graduate-degrees/>***

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