

INTERNATIONAL HOSPITALITY AND TOURISM MANAGEMENT, M.I.H.T.M.

The M.I.H.T.M. program provides a comprehensive study of the many facets of international hospitality and tourism management. Students receive thorough training in the major functional areas of multinational organizations, with an emphasis on professionalism and sophistication in decision making. Flexibility both in curriculum and in degree requirements allows students to design a program of study tailored to their career goals.

Learning Outcomes

- Students will identify and diagnose business problems accurately and effectively, including management practices, accounting and financial management, operations, marketing, and strategic management.
- Students will utilize theory learned in other courses to solve real-world business problems while applying and developing organizational leadership, communication, conflict resolution, and interpersonal skills.
- Students will develop marketing strategies that utilizes analysis of information about customers, competitors, and the environment and are consistent with overall corporate mission and goals.
- Students will understand the fundamental concepts and process of scientific research; examine viable research problems through survey research design, data collection, basic statistical techniques, and report write-up in a professional manner.
- Students will utilize investment and financial analysis tools to accurately assess a firm's financial performance.