

**Student Learning Outcomes for Overall Program within Courses
MS in Hospitality and Tourism Management - SDSU**

Students Learning Outcomes/Courses in HTM Master's Program	HTM 601	HTM 602	HTM 651	HTM 653	HTM 655	HTM 680	HTM 682	HTM 690	HTM 780	HTM 790	
Analyze the financial situation of a hospitality, recreation, and/or tourism company and successfully address any problems identified.			P					S	S		
Compare and contrast current philosophies of leadership and their application to organizations and businesses in the hospitality, recreation, and tourism profession.		P		P				S	S	P	
Confidently design and manage a technology strategy for a hospitality, recreation, or tourism organization including the creation of a program for monitoring essential performance metrics.						P			S		
Discuss and defend various models for increasing the success of service delivery in the hospitality, recreation, and tourism profession.		S		P					S	P	
Design and execute a state-of-the-art marketing strategy and program for a hospitality, recreation, or tourism entity and analyze its effectiveness.					P			S	S		
Demonstrate expertise in creating strategies for managing change and spawning innovation through expert-level insight into human behavior and organizational complexity.		S		P				S	S	S	
Identify and explain the best ways to create legitimately green initiatives and a culture of sustainability within a hospitality, recreation, or tourism organization.							P		S	S	
Develop enhanced self-confidence as a leader of cross-functional teams under tight timeframes and with challenging deliverables.	P	S						S	P		
Demonstrate leadership and professional mastery through successful completion of a development project within their company.			S	S	S	S	S	P			
Generate an enhanced self-knowledge and self-awareness in order to determine a personal strategy for the next phase of their career.	P	S		S				S	S	S	
Assess the value of various solutions to problems facing an organization and integrate the most viable alternative into a comprehensive plan for consideration by decision-makers within and/or for that organization.			S	S	S	S	S	S	P		
Analyze and interpret data relative to the hospitality, recreation, and tourism industry including identifying and using appropriate data, evaluating the integrity of the data, and drawing conclusions based on analysis and interpretation of the data.		P	S		S		S	P	S	S	

Key:

P = Primary (SLO is covered as a primary factor in this course).

S = Supplemental (SLO is covered in a supplemental fashion in this course).