

**Student Learning Outcomes for Overall Program within Courses  
MS in Meeting and Event Management - SDSU**

<b>Students Learning Outcomes/Courses in HTM Master's Degree in Meeting and Event Management</b>	HTM 601	HTM 602	HTM 661	HTM 663	HTM 665	HTM 690	HTM 683	HTM 697	HTM 781	HTM 791	HTM 664
SLO 1: Compare and contrast current philosophies of leadership and their application to organizations that conduct meetings and events to drive organizational goals/strategies.	I	D		D		M		D	D	D	
SLO 2: Develop enhanced self-confidence as a leader of cross-functional teams under tight timeframes and with challenging deliverables.	I			D		M		D	D		
SLO 3: Demonstrate expertise in creating strategies for managing change and spawning innovation through expert-level insight into human behavior and organizational complexity.	I	D		D	D	M		D			D
SLO 4: 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.	I		D	D	D	D	D	D	M		D
SLO 5: Generate an enhanced self-knowledge and self-awareness in order to determine a personal strategy for the next phase of their career.	I/D	I		D				M		D	
SLO 6: Design and execute a state-of-the-art marketing strategy and program for a meeting and event program and analyze its effectiveness.	I				I/D	D	D	D	M		D
SLO 7: Analyze the financial situation of a meetings and events programs in a variety of settings and successfully address any problems identified.	I		D			D		D	M		D

Key:

I = Concepts are introduced; D = Concepts are developed; and M = Concepts are mastered