

TIM Graduate Curriculum Map

Draft Student Learning Objectives for the MS degree

1. Demonstrate mastery of the fundamental concepts, theories, practices, methodologies and techniques specific travel industry management.
2. Effectively communicate orally at a high level of proficiency in the field of travel industry management.
3. Effectively communicate in writing at a high level of proficiency in the field of travel industry management.
4. Conduct research or professional studies, including creative works in the field of travel industry management. (critical thinking, quantitative skills, detail, original thinking, creativity)

	Objective 1	Objective 2	Objective 3	Objective 4	Objective 5
I-Introduce R-Reinforce M-Master A-Assess	Mastery of the fundamental concepts, theories, practices, methodologies and techniques	Effective oral communication	Effective writing communication	Conduct research or professional studies	Function as a professional
TIM 601 Research Applications in TIM	I	R	I, R	I	
TIM 605 Hospitality Management	I	R	I, R	I	
TIM 607 Global Tourism Analysis	I	R	I, R	I	
TIM 602 Strategic Travel Marketing	R	M	R, M	I	
TIM 603 Information Technology, E-Commerce	R	M	R, M	R	R
Elective 1					
TIM 606 Transportation Systems Management	I, R	M	M	M	
Elective 2					
Elective 3 or TIM 700 Thesis	A	A	A	A	
Elective 3 or Elective 4					
TIM 695 Seminar: Travel Industry Mgmt Policy	M	A			
TIM 694 Professional paper or TIM 700 Thesis	A	A	A	A	