Texas A&M University  
Marketable Skills: Master’s

<table>
<thead>
<tr>
<th>Program:</th>
<th>Master of Maritime Business Administration and Logistics</th>
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<tbody>
<tr>
<td>Degree:</td>
<td>MMAL</td>
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<tr>
<td>Department:</td>
<td>Maritime Business Administration</td>
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<td>Contact Name:</td>
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<td>409-740-4978</td>
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**Outcome** | Master degree-program requirements, including theories, concepts, principles, and practice, and develop a coherent understanding of the subject matter through synthesis across courses and experiences.

**Marketable Skills**
- Demonstrate information management ability in the maritime business sector

**Outcome** | Apply subject matter knowledge in a range of contexts to solve problems and make decisions.

**Marketable Skills**
- Develop business acumen; explain the full commercial implications of decisions

**Outcome** | Use a variety of sources and evaluate multiple points of view to analyze and integrate information and to conduct critical, reasoned arguments.

**Marketable Skills**
- Demonstrate lifelong learning through ability to stay abreast of current industry trends

**Outcome** | Communicate effectively.

**Marketable Skills**
- Write and orally communicate concisely and effectively
- Develop negotiation skills
- Demonstrate the ability to overcome social awkwardness through industry interactions

**Outcome** | Use appropriate technologies to communicate, collaborate, conduct research, and solve problems.

**Marketable Skills**
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**Outcome** | Develop clear research plans and conduct valid, data-supported, theoretically consistent, and institutionally appropriate research.

**Marketable Skills**
- Identify different methodologies and methods and describe the processes required for the conduct of academic research
- Explain the rationale, procedures, and practical application of academic research to Maritime Business Field
- Assess different research approaches and their feasibility/suitability for specific research questions and evaluate the outcomes of the application of various approaches to these questions.

**Outcome** | Choose ethical courses of action in research and practice.
| Marketable Skills | • develop and maintain emotional intelligence  
|                  | • demonstrate an awareness of the legal and regulatory aspects of the maritime industry |