Hospitality and Tourism Management Program Learning Outcomes:

Upon successful completion of this program, graduates will be able to:

- Analyze contemporary business and financial issues of the hospitality/tourism industry.

- Convey essential hospitality/tourism industry concepts using oral and written communication skills.

- Demonstrate the ability to work both independently and as a team member in collaborative projects.

- Recognize the value of diversity in opinions, values, abilities and cultures in the hospitality/tourism industry.

- Describe ethical behavior relevant to the hospitality/tourism industry.

- Analyze and communicate hospitality/tourism information using appropriate information technology.

- Produce an event plan that demonstrates a working knowledge of the core functional and support areas of the hospitality/tourism industry.

- Apply effective cost control methods and basic accounting concepts in the hospitality/tourism industry.

- Evaluate an event plan to demonstrate a working knowledge of hotel front office management and hospitality industry marketing.

- Demonstrate the ability to plan events and menus in the hospitality/tourism industry.

Approval Date: 11/24/15