Program Learning Outcomes

Learning Goal 1
_The graduate will have and utilize current industry information._
1.1. Be aware of current industry trends.
1.2. Understand the applications of technology in the industry.
1.3. Analyze and synthesize trends and industry information and apply to hotel/restaurant/tourism operations.
1.4. Evaluate operations based on current trends.

Learning Goal 2
_The graduate will have and utilize people management skills._
2.1. Be aware of and identify various feelings/emotions.
2.2. Understand and demonstrate empathy.
2.3. Assess the communication/listening skills of self and others.
2.4. Utilize good interpersonal skills (include responsiveness and other teamwork skills).
2.5. Recognize and evaluate cultural differences.

Learning Goal 3
_The graduate will have and utilize business management skills._
3.1. Understand income statements, balance sheets, statement of cash flows and cost concepts.
3.2. Develop, implement and evaluate budgets.
3.3. Understand marketing concepts.
3.4. Demonstrate creativity.
3.5. Develop a business plan and demonstrate entrepreneurial spirit.
3.6. Evaluate feasibility (practicality) of operations/plans.
3.7. Apply legal principles to operations.

Learning Goal 4
_The graduate will have and utilize professional and ethical standards._
4.1. Be aware of professional expectations.
4.2. Define ethics. List/describe ethical behaviors (honesty, integrity, dependable, etc.).
4.3. Demonstrate professional etiquette.
4.4. Demonstrate professional behavior.
4.5. Discuss legal/ethical items.