

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.