

Learning Outcomes: Hospitality & Tourism Management

❖ **Hospitality and Tourism Management, Degree**

- Evaluate the organization and function of the hospitality industry at the end of the two year program.
- Assess the leadership, supervisory, and human relations skills within the hospitality industry.
- Practice effective sales techniques and procedures including marketing, public relations, and entrepreneurship within the industry specific techniques.
- Debate laws affecting the hospitality industry.
- Implement safety and sanitation measures within HAACP.
- Perform essential food production and cost control strategies.

❖ **Hospitality and Tourism Management (Articulated A.S. to B.S.)**

- Evaluate the organization and function of the hospitality industry at the end of the two year program.
- Asses leadership, supervisory, and human relation skills within the hospitality industry.
- Implement effective sales techniques and procedures including marketing, public relations, and entrepreneurship within the hospitality industry.
- Analyze laws affecting the hospitality industry.
- Implement safety and sanitation measures within HAACP.
- Generate essential food production and cost control skills.

❖ **Hospitality – Event Planning Management, College Credit Certificate**

- Evaluate the organization and function of the hospitality industry at the end of the two year program.
- Apply knowledge of convention management skills.
- Apply leadership and supervisory skills.
- Practice marketing sales and business promotion techniques.
- Perform food and beverage management within a full service hospitality venue.
- Implement safety and sanitation measures within HAACP.

❖ **Hospitality – Food and Beverage Management, College Credit Certificate**

- Determine the organization and function of the food service industry.
- Apply human resource management techniques.
- Apply knowledge of law and laws affecting the food service industry.
- Employ human resource management techniques.
- Practice effective sales techniques and procedures including marketing, public relations, and entrepreneurship.
- Implement safety and sanitation measures within HAACP.
- Practice essential food production and cost control skills.

❖ **Hospitality – Guest Services Specialist, College Credit Certificate**

- Evaluate the organization and function of the hospitality industry at the end of the 2yr program.
- Apply human resource management skills.
- Operate front office management systems.
- Demonstrate employability skills.
- Demonstrate guest service skills.
- Maintain security and safety procedures

❖ **Hospitality – Rooms Division Management, College Credit Certificate**

- Determine the organization and function of the hospitality industry.
- Demonstrate use of a PMS, including guest relations, check-in, check-out, and night audit.
- Apply human relations skills.
- Apply knowledge of law and laws affecting the hospitality industry.
- Practice effective marketing, sales, and business promotion techniques.
- Demonstrate and execute employability skills.