

I = Introduced
E = Emphasized
R = Reinforced

**Hospitality and Tourism Management
Student Learning Outcomes**

Program Learning Outcomes	Student Learning Outcomes/Course Learning Outcomes	HTM 100	HTM 108	HTM 207	HTM 214	HTM 314	HTM 305	HTM 311	HTM 345	HTM 355	HTM 490	HTM 417	HTM 449
1. Demonstrate knowledge and application of technology, as well as oral and written communication competencies needed to function in professional and other settings.	1. Demonstrate the ability to use technology in all HTM courses.	I	I	E	E	E	E	R	R	R	E	E	R
	2. Write and speak as hospitality professional	I	I	E	E	E	E	R	R	R	E	E	R
	3. Research, write and present results related to safety and sanitation issues/problems faced in the foodservice industry. Use technology wherever appropriate.			I, E	E				R	R			
2. Demonstrate requisite competencies of Hospitality and Tourism Management, to include: accounting and finance, cost controls, event planning and management, food production and restaurant operations, sanitation and safety practices, travel and tourism planning and management/leadership and hospitality law.	1. Assess and discuss the characteristics, interrelated nature of hospitality and tourism, service models.	I	I	I	E	E	R	R	E	R	E		E
	2. Describe and illustrate hotel, restaurant, and other hospitality venues through ownership, entrepreneurship, development and management.	I	I					E	R	R	E		
	3. Evaluate and assess the demands, issues, trends, legal requirements and operational procedures of the following: <ul style="list-style-type: none"> • Hotel Business • Food and Beverage Services 		I							E	R	E, R	E, R

Program Learning Outcomes	Student Learning Outcomes/Course Learning Outcomes	HTM 100	HTM 108	HTM 207	HTM 214	HTM 314	HTM 305	HTM 311	HTM 345	HTM 355	HTM 490	HTM 417	HTM 449
	<ul style="list-style-type: none"> The Restaurant Business Managed Services Gaming , Events, Meetings, Conventions, and Expositions and, Tourism 												
	4. Discuss control concepts and how they must be employed in operating a business.	I	I	I									
	5. Discuss and define the tourism industry, and define major participants.		I	E	E							E	
	6. Explain the importance of marketing in the tourism industry; describe and analyze marketing segmentation as well as the importance of business and professional, incentives, SMERF, and mature and special-interest travelers.	I	I	E				R	E	R			
	7. Identify and discuss quality customer service.	I						E, R	E, R		E, R		
	8. Identify and explain the economic benefits, environmental and social/cultural impacts of tourism.	I		E									
	9. Identify and discuss issues and trends related to food safety.			I					E, R				
	10. Explain the demands, functions and requirements of keeping food safe for consumption.			I					R				

Program Learning Outcomes	Student Learning Outcomes/Course Learning Outcomes	HTM 100	HTM 108	HTM 207	HTM 214	HTM 314	HTM 305	HTM 311	HTM 345	HTM 355	HTM 490	HTM 417	HTM 449
	11. Identify and explain TCS foods			I			I						
	12. Recognize the risk factors for foodborne illness			I			I, R						
	13. Review the biological, chemical and physical contaminants of foods and how to prevent them			I									
	14. Discuss food allergens and how to prevent reactions to them			I			I, E		E				
	15. Analyze specific cases related to hygiene, cross contamination and the flow of food: purchasing, receiving, and storage.			I			E		E				
	16. Plan, organize, implement, and evaluate a hospitality operation, as well as develop a mini management project in coordination with the supervisor.			I	E		I		R				
	17. Assess cost control measures, customer preferences, meal service, employees' scheduling in order to make recommendations for improvements.			I	E								
	18. Discuss the dynamics of leadership in the restaurant industry and explain your role as an entrepreneur.	I					E						
	19. Review concepts and designs of restaurants and explain how marketing strategies increase customers and profits.	I						E	E, R				
	20. Analyze procedures for menu planning, effective purchasing, receiving, storing, and using of items in the operation as a manager							E	R				

Program Learning Outcomes	Student Learning Outcomes/Course Learning Outcomes	HTM 100	HTM 108	HTM 207	HTM 214	HTM 314	HTM 305	HTM 311	HTM 345	HTM 355	HTM 490	HTM 417	HTM 449
	21. Review service styles, customer relations and teamwork needed in restaurant operations and evaluate through discussions and after-meal forums						I, E			E, R			
	22. Demonstrate the legal basis for host-guest relationships									I		E, R	
	23. Explore event planning and management essentials										I, E		
	24. Identify and discuss requirements related to planning and managing events.	I								I	E, R		
	25. Analyze the organizational structure of an event management operation										R		
3. Assess, apply and solve managerial problems and utilize quantitative reasoning concepts, critical thinking related to all sectors of the hospitality industry in a global, cultural and diverse society	1. Identify and discuss issues and trends, managerial issues impacting hospitality and tourism management. Classify global environments HTM must operate within, including analytics.	I											
	2. Discuss elements of stewardship, communication in certain and uncertain environments.	I											
	3. Discuss the global and cultural impact on HTM operations.	I	E					R	R				
	4. Demonstrate the ability to own, operate, and manage a tourism service entity, including financial and political environments.						I	R	R				

Program Learning Outcomes	Student Learning Outcomes/Course Learning Outcomes	HTM 100	HTM 108	HTM 207	HTM 214	HTM 314	HTM 305	HTM 311	HTM 345	HTM 355	HTM 490	HTM 417	HTM 449
	5. Analyze and prepare income statements, based on HTM operations.					I, E		R	R				R
	6. Plan, organize, implement, and evaluate global hospitality operations,	I	E							R			
4. Develop and demonstrate management, leadership and ethical decision-making skills.	1. Discuss management and leadership essentials of HTM managers.	I	I	E	R	R	E	R	E	E	E	R	R
	2. Identify and explain ways in which a country/destination can preserve its heritage, based on past and future structures.		I								R		E
	3. Given information, analyze and make critical judgments about the social, political, and technical implications of tourism at the local, national, and global levels,		I					I	E	R	E		E
	4. Assess cost control measures, customer preferences, meal service, and employee scheduling in order to make recommendations for improvements.							I	E, R	R			E
5. Gather data and assess results, employ problem-solving techniques, and use information literacy, concepts related to HTM	1. Use sales histories (data) to assess operation, manage costs and predict future goals.			I			R		R				E, R
	2. Assess cost control measures, for all aspects of hospitality and use results to improve operational efficiency.							I	R				
	3. Research and evaluate current and future operations related to hospitality and interpret results for improving current and future operations.	I	E, R	R							E, R	E, R	

HTM 100 – Introduction to Hospitality Industry, HTM 108 – Introduction to Tourism Concepts, HTM 207 – Sanitation & Safety, HTM 214 – Internship I, HTM 314 – Internship II, HTM 305 – Cost Control, HTM 311 – Food Production Management, HTM 345 – Restaurant Management, HTM 355 - Lodging Operations Management, HTM 490 – Event Planning and Management, HTM 417 – Hospitality Law and Legal Environment, HTM 449 – Managerial Accounting & Finance for HTM.