

HTM Mission, Goals, & Learning Outcomes

Mission: The Hospitality and Tourism Management Unit of the School of Business seeks to develop the global hospitality and tourism leaders of tomorrow by providing a high quality, cost-effective education with high impact practices, experiential learning, and community partnerships to give students real life experience and knowledge they can use as they transfer into a career in the industry.

Goals and Outcomes:

Goal 1. Communicate effectively and professionally

- Outcome 1.1 Students will recognize and use industry terms correctly
- Outcome 1.2 Students will demonstrate the ability to speak effectively
- Outcome 1.3 Students will produce professionally written communication
- Outcome 1.4 Students will demonstrate ability to use technology appropriately to support communication

Goal 2. Demonstrate leadership skills

- Outcome 2.1 Students will develop leadership skills through group activities in class and experiential learning activities with leadership opportunities
- Outcome 2.2 Students will build confidence in their ability to make decisions
- Outcome 2.3 Students will collaborate with community stakeholders, including students, alumni, industry, and community partners
- Outcome 2.4 Students will establish critical thinking and reasoning skills through working interdependently in team settings

Goal 3. Demonstrate problem-solving skills

- Outcome 3.1 Students will identify challenges and issues that arise in the hospitality and tourism industry.
- Outcome 3.2 Students will construct workable solutions to problems that arise.
- Outcome 3.3 Students will demonstrate ability to provide excellent customer service while managing issues with clients