

School of Sport Tourism Hospitality Management

Academic Program Student Learning Outcomes

Program Description	Program Degree	Student Learning Outcomes
DESTINATION MANAGEMENT	GRAD	Program Goals to be determined in 2018/2019 Assessment cycle.
EVENT LEADERSHIP	CERT	Students will understand the event process.
		Students will understand the role of professional event planning organizations in career development.
		Students will be able to identify, discuss and demonstrate aspects of event planning and operations.
		Students will understand and apply the financial processes of event planning.
		Students will analyze and develop alternate revenue generation sources for event operations.
		Students will demonstrate event leadership competencies to be able to effectively work with stakeholders in the planning and execution of an event.
GLOBAL TOURISM	GRAD	Program Goals to be determined 2019-2019 Assessment cycle.
HOSPITALITY MANAGEMENT	MS	Development of managerial knowledge and practices required for effective management of Hospitality enterprises
		Development of advanced communication skills (interpersonal, oral and written) required in the Hospitality industry
		Development of an awareness and an appreciation as well as the capability and a willingness to advance sustainability, corporate citizenship and ethical behavioral principles
		Development of soft skills that champion creative and innovative thinking that is necessary to be effective in the competitive Hospitality industry
SPORT & RECREATION MANAGEMENT	BS	1: 1. Understand critical management concepts: Apply a core body of discipline-specific knowledge to management situations.
		2: 1. Understand critical management concepts: Understanding our industries relationship within society.
		3: 2. Apply critical thinking to Management problems: Identify and understand management problems
		4: 2. Apply critical thinking to Management problems: Analyze & interpret industry-related problems and their causes, generate alternative solutions, and arrive at reasoned conclusions.
		5: 2. Apply critical thinking to Management problems: Demonstrate information literacy through the through the use of objective, current, and reliable information.
		6: 3. Demonstrate effective oral, written and visual communication.: Formulate and communicate reasoned arguments using oral communication.
		7: 3. Demonstrate effective oral, written and visual communication.: Formulate and communicate reasoned arguments using written communication.
		8: 3. Demonstrate effective oral, written and visual communication.: Use technology to communicate in a professional and appropriate manner.

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Program Description	Program Degree	Student Learning Outcomes
SPORT & RECREATION MANAGEMENT (CONT'D)	BS (CONT'D)	9: 3. Demonstrate effective oral, written and visual communication.: Apply teamwork and communication skills to present and support conclusions.
		10: 4. Understand issues in ethics, and Global Citizenship: Understand ethical issues through the awareness of industry ethical issues, professional organizations and codes of conduct.
		11: 4. Understand issues in ethics, and Global Citizenship: Compare and Contrast ethical issues within organizations, its employees and its communities at large.
		12: 4. Understand issues in ethics, and Global Citizenship: Identify and evaluate the impact of decisions regarding diversity & inclusion have on an organization, its employees, its consumers and the community at large
		13: 4. Understand issues in ethics, and Global Citizenship: Demonstrate an understanding of stewardship.
		14: 5. Demonstrate ability to align personal and organizational conduct with professional standards.: Identify and understand relevance of professional standards and professional associations with the industry.
		15: 5. Demonstrate ability to align personal and organizational conduct with professional standards.:Analyze key concepts with regard to leadership.
		16: 5. Demonstrate ability to align personal and organizational conduct with professional standards.: Demonstrate the importance of personal development through engagement in professional organizations.
		17: 5. Demonstrate ability to align personal and organizational conduct with professional standards.: Demonstrate an understanding of networking and relationship building on personal and organizational management.
		18: 6. Demonstrate stewardship including the concepts of sustainability, responsibility and service.: Understand the impact of sustainability within management of organizations.
		19: 6. Demonstrate stewardship including the concepts of sustainability, responsibility and service.: Determine individual and corporations responsibility to the community.
SPORT BUSINESS	MS	1. In-depth knowledge of the size, scope, functioning, and issues facing the sport industry.
		2. Ability to understand, assess, and apply fundamental business principles to the sport industry
		3. Enhancement of professional communication and critical thinking skills
		4: Mastery of quantitative analysis with sport business applications
		5: Preparedness for career advancement within the sport industry
		Understand and Apply critical thinking to key management concepts.
		Exhibit effective Communication skills.

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SPORT BUSINESS (CONT'D)	MS (CONT'D)	Understand and apply concepts of sustainability, corporate social responsibility and ethics
		Prepare to be a professional in the Sport & Recreation industry.
		Demonstrate the ability to analyze and interpret information.
SPORT BUSINESS (Executive Program)	MS	In-depth knowledge of the size, scope, functioning and issues facing the sport industry.
		Ability to understand, assess, and apply fundamental business principals to the sport industry
		Enhancement of professional communication and critical thinking skills.
		Mastery of quantitative analysis with sport business applications
		In-depth knowledge of the size, scope, functioning, and issues facing the sport industry.
		Ability to understand, assess, and apply fundamental business principles to the sport industry.
		Enhancement of professional communication and critical thinking skills.
		Mastery of quantitative analysis with sport business applications.
		Preparedness for career advancement within the sport industry.
SPORT MANAGEMENT	CERT	Program Goals to be determined in 2018/2019 Assessment cycle.
		To be determined during 2018/2019 assessment cycle.
TOURISM & HOSPITALITY MANAGEMENT	BS	1: 1. Understand critical management concepts.: Apply a core body of discipline-specific knowledge to management situations.
		2: 1. Understand critical management concepts.: Understanding our industries relationship within society.
		3: 2. Apply critical thinking to Management problems.: Identify and understand management problems
		4: 2. Apply critical thinking to Management problems.: Analyze & interpret industry-related problems and their causes, generate alternative solutions, and arrive at reasoned conclusions.
		5: 2. Apply critical thinking to Management problems.: Demonstrate information literacy through the through the use of objective, current, and reliable information.
		6: 3. Demonstrate effective oral, written and visual communication.: Formulate and communicate reasoned arguments using oral communication.
		7: 3. Demonstrate effective oral, written and visual communication.: Formulate and communicate reasoned arguments using written communication.
		8: 3. Demonstrate effective oral, written and visual communication.: Use technology to communicate in a professional and appropriate manner.
		9: 3. Demonstrate effective oral, written and visual communication.: Apply teamwork and communication skills to present and support conclusions.

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Program Description	Program Degree	Student Learning Outcomes
TOURISM & HOSPITALITY MANAGEMENT (CONT'D)	BS (CONT'D)	10: 4. Understand issues in ethics, and Global Citizenship: Understand ethical issues through the awareness of industry ethical issues, professional organizations and codes of conduct.
		11: 4. Understand issues in ethics, and Global Citizenship: Compare and Contrast ethical issues within organizations, its employees and its communities at large.
		12: 4. Understand issues in ethics, and Global Citizenship: Identify and evaluate the impact of decisions regarding diversity & inclusion have on an organization, its employees, its consumers and the community at large.
		13: 4. Understand issues in ethics, and Global Citizenship: Demonstrate an understanding of stewardship.
		14: 5. Demonstrate ability to align personal and organizational conduct with professional standards.: Identify and understand relevance of professional standards and professional associations with the industry
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		19: 6. Demonstrate stewardship including the concepts of sustainability, responsibility and service.: Determine individual and corporationsâ€™ responsibility to the community.e.:
TOURISM & HOSPITALITY MANAGEMENT	MTHM	1. Development of managerial knowledge and practices required for effective management of Hospitality enterprises.
		2. Development of advanced communication skills (interpersonal, oral and written) required in the Hospitality industry.
		3. Development of an awareness and an appreciation as well as the capability and a willingness to advance sustainability, corporate citizenship and ethical behavioral principles.
		4. Development of â€œsoftâ€™ skills that champion creative and innovative thinking that is necessary to be effective in the competitive Hospitality industry.
TOURISM ANALYTICS	GRAD	Program Goals to be determined in 2018/2019 Assessment cycle.

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TOURISM AND HOSPITALITY MANAGEMENT	CERT	Program goals to be determined 2018/2019 assessment cycle.
TRAVEL AND TOURISM	MS	1. In-depth knowledge of the size, scope, functioning, and issues facing the global tourism industry 2. Ability to understand, assess, and respond to challenges that are presented to the sustainability of the global tourism industry 3. Enhancement of analytical and critical thinking skills 4. Preparedness for career advancement within the global tourism industry