

**School of Sport, Tourism and Hospitality Management
Academic Program Student Learning Outcomes**

| Program Description | Program Degree | Student Learning Outcomes |
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| 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. |
| HOSPITALITY MANAGEMENT | MS | An STHM MSHM graduate will demonstrate an advanced level of communication skills (interpersonal, oral and written) required in the Hospitality industry. a) Demonstrate an awareness of self and others that result in positive and productive outcomes; b) Formulate and communicate reasoned arguments using oral communication; c) Formulate and communicate reasoned arguments using written communication |
| | | An STHM MSHM graduate will demonstrate innovative thinking in their application of hospitality managerial knowledge and practices. a) Comprehend hospitality management issues through the use of objective, current, relevant and reliable information; b) Understand and interpret numerical, including financial, information to aid in decision making; c) Apply a core body of hospitality specific knowledge to management situations; d) Analyze and interpret hospitality problems and their causes, generate alternative solutions and arrive at reasoned conclusions |
| | | An STHM MSHM graduate will demonstrate conduct that is consistent with the standards of a hospitality industry professional; a) Demonstrate the ability to work collaboratively to achieve desired b) Proficient in use of current, and an adaptability to emerging, software and technology tools to solve general and industry specific challenges; c) Demonstrate personal growth through professional development |
| SPORT & RECREATION MANAGEMENT | BS | Understand critical management concepts in sport and recreation |
| | | Demonstrate effective oral, written and interpersonal communication. |
| | | Interpret sport and recreation using culturally competent perspectives that advance diversity, equity, and inclusion in sport and recreation |
| | | Align personal conduct with professional standards in sport and recreation. |
| | | Analyze sport and recreation management problems using multiple perspectives and relevant data |
| SPORT BUSINESS | MS | 1. Know the functional areas of sport business and explain/illustrate the interconnections of the areas |
| | | 2. Apply sport business knowledge to complex situations and create appropriate strategic solutions |
| | | 3. Interact proficiently in a professional environment, including high level use of written and oral communication and polished interpersonal skills |

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| SPORT BUSINESS (CONT'D) | MS (CONT'D) | 4. Demonstrate creative and innovative ideas to complex business challenges |
| | | 5. Develop a strategic career plan for long term success |
| | | 6. Understand how to lead and work in a changing, diverse workforce |
| | | 7. Understand and Apply critical thinking to key management concepts. |
| | | 8. Exhibit effective Communication skills. |
| | | 9. Understand and apply concepts of sustainability, corporate social responsibility and ethics |
| | | 10. Prepare to be a professional in the Sport & Recreation industry. |
| SPORT BUSINESS (Executive Program) | MS | 11. Demonstrate the ability to analyze and interpret information. |
| | | Identify and describe the current trends and issues in the sport industry |
| | | Demonstrate effective business communication (oral & written) |
| | | Calculate, evaluate, and analyze quantitative data as it applies to sports industry issues. |
| | | Demonstrate ethical and strategic decision making to problems and issues in the sport industry. |
| SPORT BUSINESS (Executive) | MS | Understand, assess, and apply fundamental business principles to the sport industry. |
| | | 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. |
| TOURISM & HOSPITALITY MANAGEMENT | BS | Mastery of quantitative analysis with sport business applications. |
| | | Preparedness for career advancement within the sport industry. |
| | | Apply critical thinking to Management problems. a. Demonstrate comprehension of tourism and hospitality industry issues (past and present) through the use of objective, current, reliable and relevant information; b. Demonstrate an ability to understand and interpret numerical information to aid in decision making; c. Analyze & interpret tourism and hospitality problems and their causes, generate alternative solutions, and arrive at reasoned conclusions. |
| | | Demonstrate effective oral, written and visual communication.: a. Formulate and communicate reasoned arguments using oral communication, supported by appropriate technology applications; b. Formulate and communicate, via appropriate technology applications, reasoned arguments using written communication |
| | | a. Demonstrate personal growth through professional development; b. Demonstrate awareness of self and others that result in positive and productive outcomes; c. Demonstrate the ability to work collaboratively to achieve desired; outcomes; d. Demonstrate proficiency in use of current, and an adaptability to emerging, software and technology tools to solve general and industry specific challenges |

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| TOURISM & HOSPITALITY MANAGEMENT (CONT'D) | BS (CONT'D) | An STHM BSTHM graduate will demonstrate qualities of global citizenship as reflected intercultural fluency, community stewardship, and ethical decision making; a. Identify and evaluate ethical issues as they relate to the Tourism and Hospitality industry, associated professional organizations and their respective codes of conduct. b. Identify and evaluate the impact that decisions regarding diversity & inclusion have on an organization, its employees, consumers and the community at large. (intercultural fluency); c. Understand how to leverage benefits, while preventing harm that is associated with the Tourism and Hospitality industry through community stewardship. |
| | | a. Understanding the tourism and hospitality industry's relationship within the world; b. Apply a core body of tourism and hospitality specific knowledge to management situations |
| 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 'soft' skills that champion creative and innovative thinking that is necessary to be effective in the competitive Hospitality industry. |
| TRAVEL AND TOURISM | MS | 1. In-depth knowledge of the size, scope, functioning, and issues facing the global tourism industry; Demonstrate an understanding of the travel and tourism industry by using objective, relevant and reliable information sources Demonstrate an understanding of travel and tourism concepts from a variety of different cultural perspectives |
| | | 2. An STHM MSTT graduate will demonstrate the ability to evaluate travel and tourism issues from both a quantitative and qualitative perspective; Interpret and utilize statistical approaches to enhance tourism related decision making; Analyze major issues and trends currently impacting the travel and tourism industry to provide meaningful solutions to tourism related problems; Evaluate the causes and consequences of current issues and topics in the travel and tourism industry to make informed decisions; Demonstrate a high level of thought in formulating conclusions related to the travel and tourism industry as reflected in a comprehensive exploration of relevant insights |
| | | 3. An STHM MSTT graduate will demonstrate the ability to be an effective communicator across a variety of different contexts; Demonstrate an ability to work, organize and communicate with team members in a virtual space to create positive and productive outcomes; Formulate and communicate, via appropriate technology applications, reasoned arguments using written communication |