

# HOSPITALITY AND TOURISM MANAGEMENT, BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION (BSBA)

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## Program Learning Outcomes

- **Communication Skills:** HTM graduates demonstrate quality written and verbal communication skills as applied to hospitality/tourism and guest relations. (SRU SLO #1)
- **Business Skills:** HTM graduates demonstrate competency in business skills needed to manage related departments within the hospitality/tourism industry. (SRU SLO #2)
- **Competency in Historical Perspectives:** HTM graduates demonstrate competency in the historical perspective of the hospitality and tourism industry to ongoing social, cultural, and political policies or constraints. (SRU SLOs #5 and #7)
- **Competency in Administration, Programming, and Event Planning:** HTM graduates demonstrate competency in administration, programming, event and meeting planning skills related to the hospitality and tourism industry. (SRU SLO #2)
- **Demonstrate Professional Values and Behavior:** HTM graduates demonstrate professional values and behavior within the field of hospitality and tourism. (SRU SLO #8)
- **Competency in Sustainable Hospitality and Tourism:** HTM graduates demonstrate competency in sustainable hospitality and tourism practices. (SRU SLOs #7, #9)
- **Competency in Planning and Evaluation:** HTM graduates demonstrate competency in planning and evaluating hospitality and tourism facilities. (SRU SLO #4)

## Related Links

Hospitality and Tourism Management, Bachelor of Science, BSBA  
Program Page (<https://www.sru.edu/programs/undergrad-hospitality-and-tourism-management/>)

Hospitality and Tourism Management Fact Sheet - **COMING SOON**

Professional Licensure/Certification Page (<https://www.sru.edu/students/student-consumer-information/professional-licensure/>)