PROGRAM LEARNING OUTCOMES (PLOs)

Spring - 2017

MISSION - Essential Skills   **EMPOWERMENT - Learning for Leadership**

Scheme: Six (6) **Program Learning Outcome (PLOs)** statements are identified. These six were derived from the six-point historic **Graduate Success Profile**. **Concept** statements reflect the thought process and HTM industry needs & competency recognition that underlies the PLO statements. The 11 listed **Course Learning Outcomes (CLOs)** are **Core** CLOs that provide guidance for the writing of individual course CLOs. None of the 11 will necessarily appear verbatim on any particular course. However, all individual course listed CLOs (Syllabus item 3.3) will reflect the spirit and intent of one or more of these **Core** CLOs.

1. HOSPITALITY ATTITTUDE

Program Learning Outcome (PLO) - #1: Production of graduates with ability to apply the principles of hospitality operations, and utilize professional terminology while exhibiting/demonstrating hospitality professionalism and demeanor.

Concept: Reinforcement of Professional Realities in Successful Hospitality Careers

Specific observable graduate behavioral patterns demonstrate acquisition of the 'Hospitality Attitude.' They include, enthusiasm for irregular shift work, positive response in negative customer service situations, and rendering professional service minus the deference of servitude.

Course Learning Outcomes (CLOs):

CLO#1 - Identify, describe and apply, the fundamental principles and practices of foodservice operations and management.

CLO#2 - Identify, describe and apply, the fundamental principles and practices of hotel operations and management.

CLO#3 - Apply proper hospitality terminology in professional industry communications

CLO#l0 - Demonstrate hospitality professionalism and demeanor

2. MARKETING MINDEDNESS

Program Learning Outcome (PLO) - #2: Production of graduates enabled to foster highest levels of hospitality industry customer/guest satisfying experiences via creation and management of marketing plans and integrated supporting documents.

Concept: Customer (Guest) Need/Want Satisfaction Focus

Marketing Mindedness reflects an ability to conduct market research, develop specific hospitality products/services to meet those researched needs, and finally, create outreach Programs to communicate the availability of these derived products with continued market research to ascertain satisfaction and continued product/service improvement.

Course Learning Outcomes (CLOs)

CLO#5 - Apply hospitality marketing research theory and techniques, including survey design and analysis in both verbal and written formats

CL0#9 - Manage hospitality events and demonstrate quality control ability through written evaluations & critiques with recommendations for product/service improvement.

3. QUANTITATIVE COMPETENCE

Program Learning Outcome (PLO) - #3: Production of graduates able to initiate and APPLY financial decision-making processes and documents necessary for cost effective customer/guest satisfaction management in hospitality establishments

Concept: The Dollars$$ (and sense) of Business

Quantitative Competence is demonstrable as the HTM graduate is able to prepare, interpret and make management decisions from general financial reports as well as those peculiar to Hospitality Management. Exposure to electronic and manual information systems (.. is also accomplished.

Course Learning Outcomes (CLOs)

CL0#6 - Identify, integrate and apply basic accounting, cost accounting, financial analysis, and reporting necessary for effective decision making in the hospitality industry.

4. TECHNOLOGICAL FLUENCY

Program Learning Outcome (PLO) - #4: Production of graduates able to select, initiate and manage technology-based product and process-based applications necessary for cost effective customer/guest satisfaction management in hospitality establishments.

Concept: Leadership and Instructional Skills in Hospitality Technology Applications

UMES-HTM graduates are able to perform, beyond basic competence levels, in sourcing and applying computer facilitated & Internet www-based information and decision-making data and systems.

Course Learning Outcomes (CLOs)

CLO#8 - Identify and distinguish between technology applications and examine and evaluate technology to augment professional practices in the hospitality industry.

5. RELEVANT WORK EXPERIENCE

Program Learning Outcome (PLO) - #5: Production of graduates who have- demonstrated high levels of hospitality professionalism and demeanor while accumulating at least 1,000 hours of hospitality/tourism industry work experience with emphasis on managerial skill awareness.

Concept: Hands-on, industry applications compliment classroom theory

HTM graduates must satisfy a requirement of at least 1,000 documented and certified paid hours of work experience. This is normally accomplished during the summer school term. Formal internships are available, highly desirable and strongly encouraged.

Course Learning Outcomes (CLOs)

CLO#4 - Manage events, including menu and décor, design, food production and service, staffing schedules and timelines

CLO#10 - Demonstrate hospitality professionalism and demeanor consistent with hospitality attitude principles and practices.

6. INTERNATIONAL/MULTICULTURAL SENSITIVITY

Program Learning Outcome (PLO) - #6: Production of graduates able to display high comfort levels of functionality in global hospitality/tourism multicultural customer/guest satisfaction service environments.

Concept: Enables global pursuit of guest service opportunities and professional career options

Foreign language study, and tourism research projects are available to enhance comfort levels and functionality within domestic and foreign alternative cultural ethnic and lifestyle parameters. Active involvement in campus-based international student organizations and activities are complimented by international exchange programs and study tours. Recognizing the reality of global village competition, the UMES-HTM graduate is enabled to act locally while thinking globally.

Course Learning Outcomes (CLOs)
CLO#7 - Identify, describe and be able to analyze legal and ethical issues relevant to the hospitality industry.

CLO#11- Identify and describe the basic principles of tourism theory, operations and management