



Learning Goals

Bachelor of Science Degree

Hospitality Management Major

What are learning goals?

Learning goals are statements that specify what learners will know or be able to do as a result of a learning activity. Goals are usually expressed as knowledge, skills, or attitudes. Learning goals are considered interchangeably with learning outcomes.

They help to:

Focus on learner's behavior that is to be changed.

Serve as guidelines for content, instruction, and evaluation.

Identify specifically what should be learned.

Convey to learners exactly what is to be accomplished.

The faculty of the William F. Harrah College of Hotel Administration redeveloped the curriculum for the Bachelor of Science, Hospitality Management Major in 2010. The following courses are considered to be the core courses for all graduates of the Harrah Hotel College:

HMD 101: Introduction to the Hospitality Industry

TCA 221: Introduction to Financial Accounting

HMD 259: Human Resources Management in the Hospitality Industry

HMD 307: Hospitality Leadership, Management, and Ethics

TCA 380: Hospitality Marketing

HMD 401: Hospitality Law

The Harrah Hotel College's assessment plan includes the core courses and three other areas of concentration:

- TCA 201: Hospitality Career Development
- Hospitality Internship
- Capstone Experience:
 - HMD 454: Strategic Management in the Hospitality Industry
 - FAB 467: Restaurant Management and Operations
 - TCA 490: Festival and Event Management,

Learning Goals for Core Classes

Introduction to Hospitality (HMD 101)

1. Articulate your personal elevator speech about your career.
2. Identify and describe characteristics, economic models and trends of key segments of the hospitality industry.
3. Identify and effectively use a range of types of information sources to explore industry trends and career paths.
4. Manage time to read broadly and deeply each week.
5. Build relationships with people who are different than you and articulate their role in/to the hospitality industry.
6. Communicate effectively to different audiences, e.g. industry leaders, employers, faculty and fellow students.

Introduction to Financial Accounting (TCA 221)

1. Complete the accounting cycle through the post adjusted trial balance.
2. Prepare three majors financial statements used in hospitality firms (Balance Sheet, Income Statement, and Statement of Cash Flows).
3. Apply accounting techniques to manage short term assets and liabilities.
4. Apply accounting techniques to manage long term assets and liabilities.
5. Explain the significance of financial statements for the success of the hospitality firm.

Human Resources (HMD 259)

1. Value/Care about contemporary HR issues and best practices.
2. Identify the operational and strategic roles of HR as a part of an evolving organization and adjust to changing dynamics.
3. Value employees as an organization's most valuable assets and why this drives all organizational decisions.
4. Analyze, solve, and prevent HR problems and challenges.
5. Communicate HR issues effectively in written, spoken, visual and digital modes.
6. Develop a passion for HR.

Leadership, Management & Ethics (HMD 307)

1. Create and nurture productive and engaged work environments.
2. Value continuous leadership development.
3. Manage all forms of capital (e.g., human, financial) in an ethical and sustainable way.

Marketing (TCA 380)

1. Explain basic marketing principles in order to incorporate them into a marketing plan.
2. Analyze the competitive environment and customer segments in order to select target markets.
3. Build and maintain lasting relationships with customers and other stakeholders to cultivate loyalty.
4. Develop effective marketing strategies to meet changing customer needs and expectations.
5. Design sustainable marketing mix activities to maximize marketing goals.

Hospitality Law (HMD 401)

1. Evaluate changing legal issues based on existing legal principles.
2. Collect, analyze, evaluate, and/or use conflicting sources of information to produce their own reasoned and informed conclusions.
3. Identify the impact of risk tolerance on decision-making.
4. Resolve problems (simple to complex) considering ethical and legal ramifications and risk.

Learning Goals for Hospitality Career Development

Hospitality Career Development (TCA 201)

1. Develop effective interview techniques.
2. Understand factors influencing a successful career.
3. Assess one's own strengths and weaknesses as it relates to career-track hospitality positions.
4. Understand and apply concepts of impression management to embody and present a professional image in work-related situations.
5. Compose professional documents of all types that are written in grammatically correct English and which clearly convey intended message.
6. Use both written and oral communication effectively in varied professional situations.
7. Employ effective strategies for locating and evaluating information about potential employers.
8. Clearly identify career goals and effective strategies for achieving them.

Learning Goals for Capstone Experiences

Strategic Management in the Hospitality Industry (HMD 454)

1. Formulate a vision, mission and core values that will guide strategy development for hospitality businesses.
2. Collect, evaluate and integrate information from a variety of sources in order to analyze business problems and develop strategic solutions.

3. Apply a variety of analysis techniques (SWOT, BCG matrix, etc.) in order to develop actionable business strategies.
4. Utilize strategic analysis principles to develop a business plan for an existing hospitality company or new business venture.
5. Work effectively in a team to produce a work product (business plan, reports, analyses, etc).
6. Develop specific measurements in order to evaluate performance of work products (business plan, strategies, etc.).
7. Follow national/international news and industry events and relate them to hospitality businesses (“marketplace awareness”).

Restaurant Management and Operations (FAB 467)

1. Manage food, beverage, and operational costs.
2. Evaluate profitability of food service operation.
3. Effectively plan, prepare, and execute a service function using management theory.
4. Operate a food service establishment in compliance with applicable food safety and alcohol service laws.
5. Create a marketing plan with measureable results.
6. Reflect upon the differences between cultures and working together in groups.

TCA 490 Festival & Event Management

1. Create an event proposal to meet the needs and vision of the client.
2. Develop and implement an event timeline and production schedule.
3. Compose written communications for stakeholders.
4. Estimate income and expenses for an event; create a budget; and present the information in a spreadsheet.
5. Assess potential legal, ethical, and risk management issues and develop contingency plans for addressing those issues.
6. Perform a GAP analysis as part of the post-event review.
7. Conduct a SWAT analysis and feasibility study of the event during the research phase.
8. Develop, implement, and evaluate an event-marketing plan.
9. Exhibit a sense of personal responsibility and commitment to the overall success of the event by acting as a fully contributing team member.
10. Measure the effectiveness of the collaborative working environment by using peer and self-evaluation instrument.

Learning Goals for Hospitality Internship

Hospitality Internship (HMD 450, 451; FAB 450, 451; TCA 450, 451; PGM 462)

After completing an internship, students will:

- A. **Apply academic knowledge in a professional setting.** The primary goal of an internship is to provide the student with the opportunity to apply knowledge gained in the classroom to solve practical real-world problems in a professional setting.

- B. **Gain exposure to a professional field and an understanding of professional etiquette.**
 - a. The student is able to learn from observing the professional behavior of the site supervisor and other employees at the site, as well as through interaction with customers or clients.
 - b. The student also practices proper business etiquette while fulfilling his or her internship responsibilities.
 - c. Use practical hospitality work terms, acronyms and phrases.
- C. **Observe and begin to understand a professional organizational culture.**
 - a. The student begins to understand the dynamics of an organization's culture through observing and reflecting on how decisions are made, how work is structured, how power is shared, how colleagues interact, how an organization's mission/vision are implemented, and to what degree accountability and feedback are present in the organization.
 - b. Describe relevant job tasks and work procedures.
 - c. Explain the organizations' mission statement and attainment process.
 - d. Conduct a job analysis for a management position.
 - e. Use a job analysis to prepare a job description for a management position.
 - f. Tell what causes good management/employee/guest relations.
 - g. Access management leadership styles.
 - h. Recognize the importance of outstanding guest service quality, server-guest relationships, and ethics.
 - i. Discuss the various forms of communication used at the internship site.
 - j. Evaluate interdepartmental working relationships.
 - k. Conduct a strength, weaknesses, opportunities, and threats analysis of a department within the organization.
- D. **Communicate effectively:**
 - a. Oral Communication: Students will verbally express ideas clearly and persuasively with clients, supervisors, and colleagues and will participate effectively in discussion.
 - b. Written Communication: Students will express ideas clearly and persuasively in writing as evidenced by acceptable candidate accomplishment of two or more of the following:
 - i. daily logs
 - ii. Student/faculty email communication
 - iii. statement of learning goals
 - iv. description/rating of course duties and course instructor/supervisor
 - v. summary of hours served
 - vi. reports and papers
- E. **Develop professional skills:**
 - a. Exercising leadership
 - b. Behaving professionally
 - c. Behaving ethically
 - d. Listening effectively
 - e. Dressing appropriately
 - f. Addressing colleagues and superiors appropriately
 - g. Allocating time effectively

- h. Teaching others
 - i. Adapting effectively to changing conditions
 - j. Participating as a member of a team Developing appropriate workplace attitudes
 - k. Understanding and managing personal behavior and attitudes
 - l. Developing individual responsibility
- F. **Compare and contrast one's self-perception to the professional perception of the site supervisor:**
- a. The internship provides an opportunity for the student to receive professional feedback through ongoing individual meetings with the supervisor and an evaluation at the end of the internship experience.
 - b. These opportunities provide objective feedback to help the student examine him or herself from another vantage point.
 - c. Conduct a strength, weaknesses, opportunities, and threats analysis of a the student's career goals.
- G. **Critically evaluate the internship experience:**
- a. Prepare a journal of internship activities.
 - b. Write a report addressing operating procedures, staffing, planning, organizing, and other things learned.
 - c. Update their resume and cover letter, to be used in a future job search.