Student Learning Outcomes

University of North Carolina at Greensboro

Provost & Academic Affairs

Bryan School of Business & Economics

Marketing, Entrepreneurship, Hospitality & Tourism Management

Hospitality & Tourism Management (BA)

SLO01: Ability to Speak Effectively in the Discipline
Speaks clearly, coherently, and effectively in the hospitality and tourism discipline.

SLO02: Ability to Write Effectively in Discipline
Demonstrate the ability to write clearly, coherently, and effectively in the hospitality and tourism discipline.

SLO03: Cultural and Global Competency
Demonstrate sensitivity to cultural differences on a global scale.

SLO04: Hotel and Restaurant
Apply knowledge of budgeting, cost control and financial analysis in analyzing and making recommendations for maximizing hotel and restaurant profits.

SLO05: Industry Components
Identify and differentiate among the diverse segments and functional areas of the tourism and hospitality industries and discuss how these components work together to provide quality service.

SLO06: Teamwork
Evaluate the functioning of work teams and analyze the effectiveness of team performance.

SLO07: Travel and Tourism
Evaluate, analyze, and determine the impact of tourism on all stakeholders.

Filter Criteria
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