

# HMD COURSE STUDENT LEARNING OUTCOMES

## HMD 101 - Introduction to Hospitality

Students will be able to identify and describe characteristics, economic models and trends of hotel, restaurant, casino, event operations and other segments in the hospitality industry.

Students will be able to engage with industry experts in the classroom during class sessions and reflect on lessons learned from each speaker.

## HMD 120 - Introduction to the Customer Experience

Students will be able to illustrate the tangible and intangible factors that impact the customer's experience.

Students will be able to explain guest feedback channels and how businesses use feedback.

Students will be able to develop service standards for businesses.

Students will be able to apply principles of service recovery.

Students will be able to explain how cultural differences impact the service experience.

## HMD 198 - Special Topics in Hospitality and Tourism Management

Students will be able to develop specific knowledge, ability, and skills of the special topic in the fields of hospitality and tourism management.

Students will be able to synthesize existing abilities and incorporate the knowledge and skills of the special topic into their overall understanding of the hospitality and tourism management process.

## HMD 203 - Front Office Operations

Students will be able to summarize front office operations during the four stages of the guest cycle, including the front office relationship with other departments.

Students will be able to explain the concept of revenue management and discuss how managers can maximize revenue by using forecast information (planning and evaluation tools).

Students will be able to describe front office management elements, tools and procedures in each stage (i.e. reservations, registration, front office audit, check-out and settlement process).

## HMD 220 - Facilitating the Customer Experience

Students will be able to identify the psychological and social characteristics of the customer experience.

Students will be able to analyze the experiencescape; create process change to enhance the customer experience.

Students will be able to apply principles of experience design thinking.

## HMD 225 - Foundations of Hospitality Leadership

Students will be able to recognize theories of leadership.

Students will be able to apply performance-based coaching behaviors.

Students will be able to demonstrate principles of ethical decision-making.

Students will be able to analyze emotional intelligence competencies.

Students will be able to identify leadership competencies, skills, and behaviors needed to be successful in hospitality.

## HMD 226 - Hospitality Technology Management

Students will be able to describe how technology is used in the hospitality industry.

Students will be able to explain functions of property management system (PMS) and analytics software and describe how to use them for hospitality companies.

Students will be able to demonstrate the major trends in the hospitality technology areas and select proper technology and applications for a hospitality business.

Students will be able to demonstrate the current use of technologies in the hospitality industry and integrate research and news to explore how technology will impact the industry in the future.