Bachelor of Arts Hospitality & Tourism

College	College of Business		
Department or school	Marketing		
Degree abbreviation	B.A.	**CIP code**	BA-BA-HTRS
Program website	https://catalog.fau.edu/programs/TC6S4aYksIIzpgzTGMPw/about-the-program-aoYks		

Our commitment to you

This Academic Learning Compact describes the program's mission, what students who complete the program will know and be able to do and how faculty assess that learning. Florida Atlantic University publishes a compact for every degree program and standalone certificate so students, families, employers and the community can see what each program commits to providing its graduates.

Program mission

Students will gain a solid education in the various core disciplines of business administration combined with foundational knowledge specific to hospitality and tourism management.

Florida Atlantic University's mission

Florida Atlantic University is recognized as an opportunity university and R1 research institution dedicated to transforming lives through education, discovery, and innovation. We empower students to achieve economic mobility, advance knowledge that creates meaningful impact, and forge partnerships that drive prosperity and connection in the communities we serve.

How the program supports the university mission

Graduates assume roles in varied hospitality disciplines including resorts, hotels, restaurants, private clubs, meeting and event planning corporations, destination marketing organizations, convention centers, cruise lines, casinos, theme parks, car rental agencies, sports facilities, spas, entertainment venues, and vacation ownership or fractional ownership operations.

Potential careers within the hospitality industry include positions in a wide assortment of disciplines, including but not limited to, sales and marketing, revenue management, human resource management, business operations, planning and development, real estate, and food and beverage management.

About the program

The Hospitality & Tourism B.A. program is for students who want to immerse themselves in the rich and varied content of the hospitality sector while still building essential business acumen. This program provides a more focused hospitality curriculum with greater depth in the day-to-day operations and service-oriented aspects of the industry.

Student learning outcomes

By graduation, students will be able to demonstrate outcomes in three core areas: content/discipline knowledge and skills (Outcome 1), communication skills (Outcome 2) and critical thinking skills (Outcome 3). Faculty assess all three core outcomes every year.

A. Content/Discipline Knowledge and Skills

What graduates will know and be able to do in their field

Areas this program addresses (check at least two)

- ☒ **Declarative knowledge:** key vocabulary, history, theories and concepts of the field
- ☐ **Research skills:** finding, gathering, analyzing and reporting information the way the field does
- ☐ **Technical skills:** hands-on tools and methods of the field, such as software, instruments, lesson plans or business reports

Students will demonstrate knowledge of the Hospitality and Tourism Industry

How students show it

exam

Where it is assessed

HFT 4941 Hospitality Industry Experience

B. Communication Skills

How graduates will share ideas and work with others

Areas this program addresses (check at least two)

- ☒ **Written communication:** clear, well-organized writing suited to the audience and purpose
- ☒ **Oral communication:** well-organized presentations that connect with an audience
- ☐ **Other forms of communication:** visual, media, performance or exhibit work
- ☐ **Team/collaborative communication:** contributing to group projects and shared goals

Students will be able to write and present clear and organized business reports

How students show it

Oral presentations and written reports

Where it is assessed

GEB 3213 Business Communication

C. Critical Thinking Skills

How graduates will analyze, create and solve problems

Areas this program addresses (check at least one)

- ☐ **Analytical skills:** weighing evidence, comparing ideas and judging arguments
- ☐ **Creative skills:** combining knowledge to create something new, such as a design, performance or proposal
- ☐ **Practical skills:** applying knowledge to real situations, such as a business proposal, lesson plan or grant

Students will be able to judge critically a legal case and select the best decision option

How students show it

Case analysis

Where it is assessed

HFT 3603 Principles of Hospitality Law

Assessment approaches

Every year, faculty review samples of student work to see how well students are meeting all three outcomes, and they use what they learn to improve the program.

Assessment methods may change over time.