Bachelor of Business Administration and Bachelor of Science in hospitality and tourism management

Program information

College	College of Business		
Department or school	Department of Marketing		
Degree abbreviation	B.B.A., B.S.	**CIP code**	52.0901
Program website	business.fau.edu/undergraduate/majors/hospitality-management		

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

The Hospitality and Tourism Management Program aims to be the best college program of its kind. It prepares leaders and executives for hospitality and tourism businesses in the 21st century.

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

The major supports the university's mission by transforming lives through education that includes an industry internship for every student. This real-world experience helps graduates start their careers ready to work.

About the program

Hospitality and tourism management majors complete the College of Business core plus seven hospitality courses and one elective. Courses cover food and beverage management, hospitality law, marketing and revenue management, guest service, and hotel and resort management. Every student completes an internship in hospitality and tourism management. The major is a great fit for students who want to lead in the hospitality and tourism 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

Graduates will be able to explain the key concepts and practices of hospitality and tourism management.

How students show it

An exam given in the hospitality and tourism management internship course.

Where it is assessed

HFT 4941 Hospitality and 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

Graduates will be able to write clear, well-organized business reports.
Graduates will be able to deliver effective, well-organized oral presentations.

How students show it

The final report and final presentation in the required business communication course.

Where it is assessed

GEB 3213 Business Communication: Critical Analysis and Application

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

Graduates will be able to apply business models and strategic tools to analyze a firm or an industry.

How students show it
A written assignment

Where it is assessed
MAN 4720 Global Environment of Business

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.

Faculty give an exam on hospitality and tourism management to students in the internship course near the end of the major. They also review research projects from the business core strategy course and the final report and presentation in the business communication course. Faculty use the results to improve the major.

Assessment methods may change over time.