TOURISM AND HOSPITALITY MANAGEMENT

UNDERGRADUATE PROGRAMS

A. KNOWLEDGE (Theoretical/Factual)

1. Demonostrate advanced knowledge and critical understanding in business, management, marketing, accounting, human resource and finance subjects.

2. Demonstrate advanced knowledge and understanding in tourism and hospitality operations, mainly in travel and tourism, lodging, food and beverage and other operation related issues.

B. SKILLS (Cognitive/Practical)

3. Apply managerial skills in travel, tourism and hospitality related settings.

4. Apply pratical skills in hospitality and travel businesses including front desk operations, housekeeping operations, service, food and beverage and electronic reservations,tour operations activities.

5. Demonstrate information technology skills to use IT as a communication and learning tool, to acces and manage information to present ideas, and to use specialist sotfware relevant to hospitality and travel industry.

6. Demonstrate language skills in at least 2 more widely spoken language other than his/her native language.

7. Apply analitical skills to think carefully about a problem , identify strategic options, and evaluate different strategies.

B. CONPETENCES

(i) Ability to work Independently and take responsibility

8. Work and learn autonously and/with others in a group to take leadership and teamwork roles in different context.

(ii) Learning Competence

9. Adopt and develop llife long learning and professional development habits.

10. Demonstrate the use of learning resources mainly library, and electronic devices.

(iii) Communicate and Social Competences

11. Communicate (oral and written) in a clear and organized manner in a variety of academic and professional setting.

12. Awareness in social responsibility and have ethical understanding in a range of contexts.

(iv) Field Based Competence

13. Demonstrate the ability to apply research skills in tourism and management to locate retrive and evaluate information.