

## Learning Outcomes

LO	Description
LO 1	Demonstrate basic competencies in managing sustainable Hospitality and Tourism Organizations.
LO 1a	Describe the tourism system including delivery and distribution of tourism products/services/experiences
LO 1b	Describe the characteristics and behaviour of tourists/guests
LO 1c	Explain and demonstrate the principles of customer-centric service management and value creation (delivering on customers' expectations and creating a valuable experience for the customer)
LO 1d	Understand Corporate Social Responsibility by being able to recognize and assess the social, economic, cultural and environmental impacts of the industry, and understand application of sustainability principles in the global tourism and hospitality industry
LO 1e	Recognize and be aware of gender issues relevant to the Hospitality and Tourism industry.
LO 1f	Recognize and be aware of Indigenous, Black and People of Colour issues relevant to the Hospitality and Tourism industry.
LO 1g	Demonstrate effective use of information and communications technology (ICT) for HTM applications, including customer service, management. and strategic decision making
LO 2	Demonstrate basic leadership and teamwork skills.
LO 2a	Practice effective team and group leadership including active listening, negotiating, persuasion, coaching, and conflict resolution
LO 2b	Identify and incorporate different leadership styles with the ability to adapt and lead change.
LO 2c	Provide and receive effective feedback to unlock and mobilize individuals' and team's potential in a collaborative environment.
LO 2d	Identify and apply strategies to collaborate and lead effectively in diverse teams and across different stakeholder groups.
LO 3	Exhibit competencies in critical thinking and problem solving.

Use appropriate quantitative and qualitative analysis, problem solving, and decision making techniques to

LO 3a	identify issues, trends, and solve business problems
LO 3b	Identify others' and our own assumptions, evaluate statements in terms of evidence, detect false logic or reasoning, identify implicit values, define terms adequately, and generalize appropriately
LO 3c	Present a convincing argument using evidence and synthesizing information
LO 3d	Use appropriate technology (e.g., Excel) to analyze and gain insights from data
LO 3e	Apply numeracy skills to hospitality and tourism contexts
LO 4	Display competent communication skills with particular regards to persuasion, negotiation and influencing.
LO 4a	Express ideas and convey information effectively, accurately, and appropriately in writing with appropriate software and technology
LO 4b	Express ideas and convey information effectively, accurately, and appropriately through verbal presentation with software and technology where appropriate
LO 5	Demonstrate competent business management skills.
LO 5a	Employ ethical decision making
LO 5b	Apply principles of accounting and reporting to summarize and communicate the economic condition of an organization
LO 5c	Interpret a balance sheet to review and evaluate the corporate structure and return on investment of an organization
LO 5d	Apply organizational behaviour theory to analyze and solve organizational problems
LO 5e	Describe the strategic role of human resources in an organization and apply sound HR practices to hire, supervise, and evaluate employees
LO 5f	Prepare a customer-centric marketing plan/strategy and apply marketing concepts in the service and experience industry
LO 5g	Identify the components of and assess a business plan
LO 5h	Recognize and appreciate cultural understanding internally to function effectively
LO 5i	Recognize and evaluate the domestic and international contexts of business (political, social, cultural, technological, demographic, environmental and micro- and macro-economic) from all stakeholder perspectives in order to make decisions

LO 5j	Identify and assess risk and apply risk and crisis management procedures
LO 5k	Identify and manage key drivers of profitability to an organization
LO 5l	Demonstrate self-awareness, sensitivity, and respect for diversity in terms of people, cultures, business, and management issues