

Global Hospitality and Tourism – B.S.B.A.

Mission Statement

The B.S.B.A. in Global Hospitality and Tourism: Revenue Management and Predictive Analytics employs a global approach to education via world-wide experiential learning opportunities enabling graduates to serve a multinational clientele. Students will be prepared to fill the growing international demand for leadership positions in resorts, events, convention and visitors bureaus, sport facilities, food and beverage, travel and tourism, spas, airlines, hotels, amusement parks, casinos, cruise lines, private clubs, and more. The complex nature of this industry requires creative problem solving, technical knowledge, communication skills, and leadership.

Student Learning Outcomes

UWF Global Hospitality and Tourism B.S.B.A. graduates will be able to do the following:

Content

- Define terminology and concepts in the major areas of business: -- Information Technology -- Accounting -- Economics -- Management -- Marketing -- Finance
- Perform as a team member, manage human resources, and plan for the future.
- Manage resources efficiently, interpret business decisions with a market orientation, and incorporate economic/financial implications in business decision making
- Identify and apply concepts and principles in the major hospitality operational areas
- Exhibit expertise in a major functional area of hospitality management

Critical Thinking

- Identify business problems, frameworks for their solution and use appropriate problem solving techniques for business problems.

Communication

- Communicate effectively in writing, create and deliver effective oral presentations, and contribute effectively to group discussion.

Integrity/Values

- Articulate ethical issues that occur in business, evaluate alternative courses of action, and evaluate the implications of those actions.

Assessment of Student Learning Outcomes

In the Global Hospitality and Tourism: Revenue Management and Predictive Analytics major, students will demonstrate specific knowledge and skills through quizzes, examinations, projects, simulations, and other assignments throughout the undergraduate program. For example, in the BSBA course Advanced Revenue Management and Predictive Analytics, students will be given an opportunity to demonstrate their academic accomplishments in a standard format through the production of a substantial live case analysis. In most courses, students will participate in experiential education opportunities designed to allow application of the knowledge and skills covered in the respective courses. Additional assessment includes an eight hundred hour hospitality and tourism industry based internship requirement.

Job Prospects for Global Hospitality and Tourism BS

- Revenue Manager
- Marketing Research Analyst/Manager
- Operations Analyst
- Accounting/Financial Manager
- Hotel Manager
- Front Office Manager
- Restaurant Manager
- Purchasing Agent
- Beverage Manager
- Financial Analyst
- Sales Manager
- Public Relations Specialist
- Airline Industry Manager
- Cruise Line Manager
- Non-Profit Manager
- Tourism Bureau Manager
- Special Events Manager
- Catering and Convention Manager
- Human Resources Generalist
- Retail Manager
- Convention & Visitors Bureau Manager

Find out more about Global Hospitality and Tourism Management at:

<https://catalog.uwf.edu/undergraduate/globalhospitalitytourismrpm/>