



ARKANSAS TECH
UNIVERSITY

Student Learning Outcomes

College/School

Engineering & Applied Science

Department

Parks, Recreation, and Hospitality Administration

Program

Bachelor of Science in Hospitality Administration

Link to Program Home

https://www.atu.edu/prha/programs_hospi.php

Students who complete the program will:

- Exhibit professional hospitality administration knowledge, skills, and abilities;
- Execute core management concepts in the areas of hospitality accounting, finance, human resources, marketing, operations, and technology;
- Describe the fundamental principles of leadership and demonstrate successful leadership skills;
- Utilize critical thinking, problem solving, written and oral communication, and investigative skills specific to hospitality administration;
- Apply experiential learning experiences acquired through courses, work experience, and internship to become a successful professional; and
- Demonstrate best practices to meet ever changing guest needs and expectations.