

HOSPITALITY MANAGEMENT MAJOR IN CRUISE MANAGEMENT PROGRAM

The Hospitality Management Program will equip students to become future seafarers with competencies that are needed to execute operational tasks and management functions in food production, accommodation, food, and beverage service, tourism planning and product development, events planning, risk management program and other emerging sectors of the cruise industry.

PROGRAM EDUCATIONAL OBJECTIVES (PEO)

Three to five years after completing the Bachelor of Science in Hospitality Management (BSHM – CM) Major in Cruise Management, the graduates will:

1. Excel in their profession/ career utilizing critical thinking in the latest developments and technologies acquired in the hospitality and tourism programs;
2. Become effective communicators, collaborators, and innovators in a multi-disciplinary and multi-cultural tourism industry applying professional/technical skills and competencies to make a positive impact on society;
3. Be engaged in life-long learning and professional development through self-study, research, continuing education, or graduate and professional studies; and
4. Effectively communicate orally and in writing using English, Filipino, Mother Tongue language, and other appropriate foreign languages required by the tourism and hospitality industries.

STUDENT OUTCOMES (SO)

After the completion of the program, the graduates of the BSHM – CM program shall be able to:

- a. efficiently articulate and discuss concepts, ideas, and jargon relevant to the tourism and hospitality industries in their pursuit of life-long career;
- b. communicate their thoughts and idea effectively and utilize the latest technologies in the field of tourism and hospitality to enhance their performance and create memorable guest experiences;
- c. apply critical thinking in addressing work-related issues and concerns, and adapting to the different work environments and situations;
- d. continuously search for personal and professional advancement in the field of tourism and hospitality through training, research, postgraduate educations,

and/or self-study to uplift the image and quality of the industry and the nation in general; and

e. develop an entrepreneurial spirit and assist in the growth and development of the tourism and hospitality industries and contribute positively to nation-building.