

The **Bachelor of Science in Hotel & Restaurant Management (BSHRM)**, to produce business professionals who:

1. To develop competencies needed to become effective and service-oriented hospitality professionals and employees
2. To keep abreast of the developments to cope with national and global challenges affecting Philippine Hotel and Restaurant Management
3. To develop effective oral and written skills in communication and information technology in the operation of hotel and restaurants and related industries
4. To inculcate professional, social and ethical values in the conduct of professional growth
5. To develop ability to work effectively and independently in multi-disciplinary and multi-cultural teams with the appreciation of Filipino historical and cultural heritage
6. To produce researches on the field of hospitality in order to participate in the generation of new knowledge or in research and development projects
7. To participate in the community extension activities to promote cooperation in the development and provision of world-class public service and education capacity building to develop the full role of the hospitality industry.

Student Outcomes

Students of BSHRM should be able to:

1. Convey ideas clearly both oral and written in English
2. Prepare, analyze, and evaluate reports, proposal and concept papers
3. Demonstrate the values of fairness, transparency, accountability, hard work, honesty, patience, diligence, innovativeness and risk taking
4. Apply the principles of the different forms of communication;
5. Develop the ability to access, retrieve and disseminate information using IT
6. Understand the concepts and principles of good interpersonal relations
7. Develop a wholesome personality observing quality among men and women
8. Participate actively in business associations and comply with their policies and obligations
9. Perform quality work
10. Demonstrate leadership qualities, civic-mindedness, equality among men and women and responsible citizenship
11. Conduct environmental scanning
12. Conduct feasibility study and other business and GAD related research plan
13. Explain the concepts, approaches, and techniques of environmental conservation
14. Know and understand the country's national development thrusts, concerns and socio-economic indicators