

KINGSBOROUGH COMMUNITY COLLEGE
The City University of New York

CURRICULUM TRANSMITTAL COVER PAGE

Department: _____ Date: _____

Title Of Course/Degree/Concentration/Certificate: _____

Change(s) Initiated: (Please check)

- | | |
|--|--|
| ☐ Closing of Degree | ☐ Change in Degree or Certificate |
| ☐ Closing of Certificate | ☐ Change in Degree: Adding Concentration |
| ☐ New Certificate Proposal | ☐ Change in Degree: Deleting Concentration |
| ☐ New Degree Proposal | ☐ Change in Prerequisite, Corequisite, and/or Pre-/Co-requisite |
| ☐ New Course | ☐ Change in Course Designation |
| ☐ New 82 Course (Pilot Course) | ☐ Change in Course Description |
| ☐ Deletion of Course(s) | ☐ Change in Course Title, Number, Credits and/or Hours |
| | ☐ Change in Academic Policy |
| | ☐ Pathways Submission: |
| | ☐ Life and Physical Science |
| | ☐ Math and Quantitative Reasoning |
| | ☐ A. World Cultures and Global Issues |
| | ☐ B. U.S. Experience in its Diversity |
| | ☐ C. Creative Expression |
| | ☐ D. Individual and Society |
| | ☐ E. Scientific World |
| ☐ Change in Program Learning Outcomes | |
| ☐ Other (please describe): _____ | |

PLEASE ATTACH MATERIAL TO ILLUSTRATE AND EXPLAIN ALL CHANGES

DEPARTMENTAL ACTION

Action by Department and/or Departmental Committee, if required:

Date Approved: 5 Sep 25 Signature, Committee Chairperson: M. D'Alessandro, Ph.D.

If submitted Curriculum Action affects another Department, signature of the affected Department(s) is required:

Date Approved: _____ Signature, Department Chairperson: _____

Date Approved: _____ Signature, Department Chairperson: _____

Date Approved: _____ Signature, Department Chairperson: _____

Date Approved: _____ Signature, Department Chairperson: _____

Date Approved: _____ Signature, Department Chairperson: _____

I have reviewed the attached material/proposal

Signature, Department Chairperson: M. D'Alessandro, Ph.D.



TO: Fall 2025 Curriculum Committee

FROM: Dr. Mark D'Alessandro, Chair, Department of Tourism and Hospitality
 Prof. Daniel Kane, Department of Tourism and Hospitality

DATE: 9/4/2025

RE: Change in Degree Requirements for AAS Tourism and Hospitality

The Department of Tourism and Hospitality is proposing a change in Degree Requirements for the AAS Tourism and Hospitality.

1. DELETE TAH 9096 – Virtual Enterprise from Degree Requirement
2. ADD TAH 4700 – Tourism and Hospitality Sales to Degree Requirement
3. CHANGE Prefix and title TAH 7100 Introduction to Professional Food Service to CA 7100 Introduction to Food Service Operations and Sanitation under Food and Beverage Management Concentration
4. ADD Concentration – Event Planning Concentration to AAS Tourism and Hospitality
 1. ADD TAH 9096 – Virtual Enterprise
 2. ADD TAH 4800 – Introduction to Event Planning
 3. ADD TAH 4900 – Event Technology and Virtual Meetings
 4. ADD TAH 4100 – Meeting and Convention Management
5. ADD Concentration Learning Outcomes
 1. Food and Beverage Concentration Learning Outcome
 2. Tourism Concentration Learning Outcome
 3. Hotel Management Concentration Learning Outcome
 4. Event Planning Concentration Learning Outcome

	CURRENT	
Add/Delete/ Change	A.A.S. TOURISM AND HOSPITALITY	
	HEGIS code: 5011.10	
	Program Code: 81183	
	<u>CUNY CORE</u>	CREDITS
	<u>REQUIRED CORE:</u> (4 Courses, 12 Credits):	12

	When Required Core courses are specified for a category, they are strongly suggested and/or required for the major.	
	ENG 1200 - Composition I	3
	ENG 2400 - Composition II	3
	± Mathematical & Quantitative Reasoning	3
	± Life and Physical Sciences	3
	<u>FLEXIBLE CORE:</u> (3 Courses, 9 Credits):	9
	When Flexible Core courses are specified for a category, they are strongly suggested and/or required for the major. Select one (1) course from three (3) Groups A to E for a total of nine (9) credits. Each course must be in a different discipline.	
	A. World Cultures and Global Issues	
	B. U.S. Experience In Its Diversity	
	C. Creative Expression	
	D. Individual & Society	
	± E. Scientific World	
	<u>DEPARTMENT REQUIREMENTS:</u> (9 Courses, 27 Credits):	27
	TAH 100 - Introduction to Tourism and Hospitality	3
ADD	TAH 4700 - Tourism and Hospitality Sales	3
	TAH 400 - Tourism and Hospitality Customer Service	3
	TAH 500 - Human Resources and Labor Relations in Tourism and Hospitality	3
	TAH 1200 - Tourism and Hospitality Entrepreneurship	3
	TAH 2500 - Tourism and Hospitality Marketing	3
	TAH 3000 - TAH Financial Decision-Making	3
Delete	TAH 9096 - The Virtual Enterprise	3
	TAH 9250 - Field Experience in Tourism and Hospitality	3
	BA 6000 - Introduction to Computer Concepts	3
	Select one (1) of the following concentrations	
	<u>FOOD AND BEVERAGE MANAGEMENT CONCENTRATION:</u> (4 Courses, 12 Credits)	
	CA 990 - Culinary Concepts	3
Change	TAH CA 7100 - Introduction to Professional Food Service Operations and Sanitation	3
	CA 5000 - Food and Beverage Cost Control	3
	CA 6000 - Beverage Management	3
	<u>OR</u>	
	<u>HOTEL MANAGEMENT CONCENTRATION:</u> (4 Courses, 12 Credits)	
	TAH 2200 - Front Office Operations	3

	TAH 4100 - Meeting and Convention Management	3
	TAH 5200 - Hotel Property Management Systems	3
	TAH 5500 - Housekeeping Management	3
	<u>OR</u>	
	<u>TOURISM CONCENTRATION: (4 Courses, 12 Credits)</u>	
	TAH 200 - Destination Geography	3
	TAH 1500 - Cruises and Specialty Markets	3
	TAH 1700 - Tourism Technology	3
	TAH 6500 - Airport and Aviation Security and Management	3
ADD	<u>EVENT PLANNING CONCENTRATION: (4 Courses, 12 Credits)</u>	
ADD	TAH 9096 - The Virtual Enterprise	3
ADD	TAH 4800 - Introduction to Event Planning	3
ADD	TAH 4900 - Event Technology and Virtual Meetings	3
ADD	TAH 4100 - Meeting and Convention Management	3
	<u>ELECTIVES:</u> 0 credits sufficient to meet required total of 60 credits	0
	<u>TOTAL CREDITS: 60</u>	60

	PROPOSED	
Add/Delete/ Change	A.A.S. TOURISM AND HOSPITALITY	
	HEGIS code: 5011.10	
	Program Code: 81183	
	<u>CUNY CORE</u>	CREDITS
	<u>REQUIRED CORE:</u> (4 Courses, 12 Credits):	12
	When Required Core courses are specified for a category, they are strongly suggested and/or required for the major.	
	ENG 1200 - Composition I	3
	ENG 2400 - Composition II	3
	± Mathematical & Quantitative Reasoning	3
	± Life and Physical Sciences	3
	<u>FLEXIBLE CORE:</u> (3 Courses, 9 Credits):	9
	When Flexible Core courses are specified for a category, they are strongly suggested and/or required for the major. Select one (1) course from three (3) Groups A to E for a total of nine (9) credits. Each course must be in a different discipline.	

	A. World Cultures and Global Issues	
	B. U.S. Experience In Its Diversity	
	C. Creative Expression	
	D. Individual & Society	
	± E. Scientific World	
	<u>DEPARTMENT REQUIREMENTS:</u> (9 Courses, 27 Credits):	27
	TAH 100 - Introduction to Tourism and Hospitality	3
ADD	TAH 4700 - Tourism and Hospitality Sales	3
	TAH 400 - Tourism and Hospitality Customer Service	3
	TAH 500 - Human Resources and Labor Relations in Tourism and Hospitality	3
	TAH 1200 - Tourism and Hospitality Entrepreneurship	3
	TAH 2500 - Tourism and Hospitality Marketing	3
	TAH 3000 - TAH Financial Decision-Making	3
	TAH 9250 - Field Experience in Tourism and Hospitality	3
	BA 6000 - Introduction to Computer Concepts	3
	Select one (1) of the following concentrations	
	<u>FOOD AND BEVERAGE MANAGEMENT CONCENTRATION:</u> (4 Courses, 12 Credits)	
	CA 990 - Culinary Concepts	3
Change	CA 7100 - Introduction to Food Service Operations and Sanitation	3
	CA 5000 - Food and Beverage Cost Control	3
	CA 6000 - Beverage Management	3
	<u>OR</u>	
	<u>HOTEL MANAGEMENT CONCENTRATION:</u> (4 Courses, 12 Credits)	
	TAH 2200 - Front Office Operations	3
	TAH 4100 - Meeting and Convention Management	3
	TAH 5200 - Hotel Property Management Systems	3
	TAH 5500 - Housekeeping Management	3
	<u>OR</u>	
	<u>TOURISM CONCENTRATION:</u> (4 Courses, 12 Credits)	
	TAH 200 - Destination Geography	3
	TAH 1500 - Cruises and Specialty Markets	3
	TAH 1700 - Tourism Technology	3
	TAH 6500 - Airport and Aviation Security and Management	3

ADD	EVENT PLANNING CONCENTRATION: (4 Courses, 12 Credits)	
ADD	TAH 9096 - The Virtual Enterprise	3
ADD	TAH 4800 - Introduction to Event Planning	3
ADD	TAH 4900 - Event Technology and Virtual Meetings	3
ADD	TAH 4100 - Meeting and Convention Management	3
	ELECTIVES: 0 credits sufficient to meet required total of 60 credits	0
	TOTAL CREDITS: 60	60

Rationale for Change:

Based on the industry, the Tourism and Hospitality (TAH) Annual Program Review and Industry Advisory Committee, the department wants to create an Event Planning Concentration and add a Sales course to the TAH curriculum. The event planning industry is a dynamic and rapidly expanding sector of the global economy. From corporate conferences and trade shows to weddings and major festivals, planned events are integral to business, culture, and community. The rise of virtual and hybrid events has further broadened the scope and complexity of this field, creating a significant demand for skilled professionals who possess a unique blend of creativity, logistical expertise, and technological proficiency. To meet this growing demand and provide our students with a competitive edge in the job market, the Department of Tourism and Hospitality proposes the creation of a new concentration in Event Planning. This concentration, anchored by two new courses—Introduction to Event Planning and Introduction to Event Technology and Virtual Meetings—will equip students with the foundational knowledge and practical skills necessary to launch successful careers in this exciting industry.

The events industry is experiencing robust growth. According to the U.S. Bureau of Labor Statistics (BLS), employment for meeting, convention, and event planners is projected to grow “Employment of meeting, convention, and event planners is projected to grow 7 percent from 2023 to 2033, faster than the average for all occupations” (<https://www.bls.gov/ooh/business-and-financial/meeting-convention-and-event-planners.htm>). New York City hosts thousands of events annually, from large-scale international conferences at the Javits Center to corporate gatherings and elaborate social functions. This bustling environment provides a rich landscape of opportunity for our graduates. The proposed concentration will prepare students for a variety of roles, including:

- Corporate Event Planner
- Wedding and Social Event Coordinator
- Conference and Trade Show Organizer
- Virtual Event Producer
- Venue Manager
- Non-Profit and Fundraising Event Coordinator

1. DELETE TAH 9096 – Virtual Enterprise from Degree Requirement

This course is being removed from the Major Requirement of the AAS Tourism and Hospitality and being included under the Event Management Concentration.

2. ADD TAH 4700 – Tourism and Hospitality Sales to Degree Requirement

The current Tourism and Hospitality curriculum provides students with a foundation in industry operations, management principles, and marketing theory. However, a gap exists between understanding industry concepts and possessing the practical skills to generate revenue. While students learn what is sold and how it is promoted, they are not taught how to sell. As sales are important for financial success for any hospitality or tourism business, this omission leaves a critical skill undeveloped. The proposed course is designed to fill this void by bridging theoretical knowledge and professional application, transforming marketing concepts into actionable sales techniques.

3. CHANGE Prefix and Title for TAH 7100 to CA 7100 in Food and Beverage Management Concentration

This course is part of the Food and Beverage Concentration in the AAS Tourism and Hospitality, and it would serve students better to list it as a Culinary Course. The students have a chef as the professor, and the course has as a Prerequisite(s)/Corequisite(s): CA 990. Other courses in the Food and Beverage Concentration are listed as Culinary Courses. The title change aligns with changes being proposed to the AAS Culinary Arts degree (*see TAH 7100 Course Submission details regarding this course-level change*).

4. ADD Concentration – Event Planning Concentration to AAS Tourism and Hospitality

This concentration aligns with Kingsborough Community College's mission to provide students with accessible, high-quality education that prepares them for rewarding careers and upward mobility. By offering specialized training in a high-demand field, we are creating a pathway to employment for our diverse student body. Furthermore, the Event Planning Concentration will enhance the reputation and appeal of the Tourism and Hospitality program. It will attract a new cohort of students passionate about creating memorable experiences and strengthen our relationships with industry partners through internship opportunities and advisory board participation. This initiative will position Kingsborough as a leader in career-focused hospitality education within the CUNY system.

1. ADD TAH 9096 – Virtual Enterprise

Moving this course to the new Event Planning Concentration will help students learn how to create a business within the industry. Event planners interact with many different areas within the industry, and this course can help them create a real-life business after graduation.

2. ADD TAH 4800 – Introduction to Event Planning

This course will provide a comprehensive overview of the event planning process from conception to execution and post-event analysis.

3. ADD TAH 4900 – Event Technology and Virtual Meetings

This course will address the critical role of technology in modern events. Students will gain hands-on experience with the digital tools and platforms transforming the industry.

4. ADD TAH 4100 – Meeting and Convention Management

This course serves to prepare students with the foundation and skills required for the management of meetings and an understanding of the various aspects of the convention

industry, inclusive of needs assessment, identifying meeting objectives, program development, facility selection, negotiations, contracts, meeting and function setup, promotion, budgeting, unions and legal issues. Though this course is currently required under the Hotel Management Concentration, the course is also applicable to the new Event Planning Concentration, by ensuring students are prepared to run meetings and have an understanding of the convention industry and how to interact with said industry.

5. Concentration Learning Outcomes

The department currently does not have Concentration Learning Outcomes for the AAS Tourism and Hospitality Concentrations and is proposing the inclusion of the following for each of the Concentrations. Each listed Concentration Learning Outcome maps to the courses required for the specified concentration.

Upon successful completion of the concentration requirements, graduates will:

1. ADD Food and Beverage Concentration Learning Outcome

Apply the fundamental principles of food service management, including procurement, cost control, and sanitation, to successfully manage the day-to-day operations of a food and beverage establishment.

2. ADD Tourism Concentration Learning Outcome

Analyze and market tourism destinations and products by applying knowledge of geography, specialty travel markets, and industry-specific technologies.

3. ADD Hotel Management Concentration Learning Outcome

Apply industry standard procedures and utilize modern property management systems to manage the core operational functions of a lodging property, including front office, housekeeping, and meetings/events.

4. ADD Event Management Concentration Learning Outcome

Develop, execute, and manage a wide range of events, from private functions to large-scale conventions, by applying strategic planning principles, leveraging industry-specific technologies, and demonstrating the entrepreneurial acumen required to launch and operate a successful event management enterprise.

Degree Map: A.A.S. Tourism & Hospitality: Food & Beverage Management Concentration

Degree Information

Catalog Year: 2025 - 2026

Plan: Tourism & Hospitality AAS

Sub Plan: Food & Beverage Management

Required Credits: 60

General Requirements

Req GPA: 2.0

Req Residential Credits: 30

Req Pathways Credits: 21

Req Civic Engagement: 1

Req Writing Intensive: 1

1

2

3

4

Session A

COURSE	CRS
ENG 1200	3
TAH 100	3
TAH 500	3
TAH 400	3
TAH 1200	3

Session B

COURSE	CRS
MATH & QUANTITATIVE REASONING	3

Session A

COURSE	CRS
ENG 2400	3
TAH 2500	3
TAH 3000	3
TAH 4700 - Tourism and Hospitality	3
CA 990	3

Session B

COURSE	CRS
Choose 1: Flexible Core - One course from Different Group & Different Discipline GROUP A - E	3

Session A

COURSE	CRS
CA 7100	3
BA 6000	3
LIFE & PHYSICAL SCIENCES	3
Choose 1: Flexible Core - One course from Different Group & Different Discipline GROUP A - E	3

Session B

COURSE	CRS

Session A

COURSE	CRS
CA 5000	3
CA 6000	3
TAH 9250	3
Choose 1: Flexible Core - One course from Different Group & Different Discipline GROUP A - E	3

Session B

COURSE	CRS

NOTE: The term-by-term course sequence takes into account necessary Prerequisites, Corequisites, and Pre-/Co-requisites

NOTE: Select ONE (1) WRITING INTENSIVE course & ONE (1) CIVIC ENGAGEMENT course. Some courses meet BOTH requirements, see CUNYfirst to determine course status

SEMESTER CRS: 18

SEMESTER CRS: 18

SEMESTER CRS: 12

SEMESTER CRS: 12

Degree Map: A.A.S. Tourism and Hospitality: Hotel Management Concentration

Degree Information

Catalog Year: **2025 - 2026**

Plan: **Tourism & Hospitality AAS**

Sub Plan: **Hotel Management**

Required Credits: **60**

General Requirements

Req GPA: **2.0**

Req Residential Credits: **30**

Req Pathways Credits: **21**

Req Civic Engagement: **1**

Req Writing Intensive: **1**

1

Session A

COURSE	CRS
ENG 1200	3
TAH 100	3
TAH 500	3
TAH 400	3
TAH 1200	3

Session B

COURSE	CRS
MATH & QUANTITATIVE REASONING	3

2

Session A

COURSE	CRS
ENG 2400	3
TAH 2500	3
TAH 3000	3
TAH 4700 - Tourism and Hospitality Sales	3
BA 6000	3

Session B

COURSE	CRS

3

Session A

COURSE	CRS
TAH 5200 (Fall Only)	3
TAH 4100 (Fall Only)	3
LIFE & PHYSICAL SCIENCES	3
Choose 1: Flexible Core - One course from Different Group & Different Discipline GROUP A - E	3

Session B

COURSE	CRS
Choose 1: Flexible Core - One course from Different Group & Different Discipline GROUP A - E	3

4

Session A

COURSE	CRS
TAH 2200 (Spring Only)	3
TAH 5500 (Spring Only)	3
TAH 9250	3
Choose 1: Flexible Core - One course from Different Group & Different Discipline GROUP A - E	3

Session B

COURSE	CRS

NOTE: The term-by-term course sequence takes into account necessary Prerequisites, Corequisites, and Pre-/Co-requisites

NOTE: Select ONE (1) WRITING INTENSIVE course & ONE (1) CIVIC ENGAGEMENT course. Some courses meet BOTH requirements, see CUNYfirst to determine course status

SEMESTER CRS: 18

SEMESTER CRS: 15

SEMESTER CRS: 15

SEMESTER CRS: 12

Degree Map: A.A.S. Tourism and Hospitality: Tourism Concentration

Degree Information

Catalog Year: **2025 - 2026**

Plan: **Tourism & Hospitality AAS**

Sub Plan: **Tourism**

Required Credits: **60**

General Requirements

Req GPA: **2.0**

Req Residential Credits: **30**

Req Pathways Credits: **21**

Req Civic Engagement: **1**

Req Writing Intensive: **1**

1

Session A

COURSE	CRS
ENG 1200	3
TAH 100	3
TAH 500	3
TAH 400	3
TAH 1200	3

Session B

COURSE	CRS
MATH & QUANTITATIVE REASONING	3

2

Session A

COURSE	CRS
ENG 2400	3
TAH 2500	3
TAH 3000	3
TAH 4700 - Tourism and Hospitality Sales	3
BA 6000	3

Session B

COURSE	CRS

3

Session A

COURSE	CRS
TAH 1500 (Fally Only)	3
TAH 6500 (Fally Only)	3
LIFE & PHYSICAL SCIENCES	3
Choose 1: Flexible Core - One course from Different Group & Different Discipline GROUP A - E	3

Session B

COURSE	CRS
Choose 1: Flexible Core - One course from Different Group & Different Discipline GROUP A - E	3

4

Session A

COURSE	CRS
TAH 1700 (Spring Only)	3
TAH 200 (Spring Only)	3
TAH 9250	3
Choose 1: Flexible Core - One course from Different Group & Different Discipline GROUP A - E	3

Session B

COURSE	CRS

NOTE: The term-by-term course sequence takes into account necessary Prerequisites, Corequisites, and Pre-/Co-requisites

NOTE: Select ONE (1) WRITING INTENSIVE course & ONE (1) CIVIC ENGAGEMENT course. Some courses meet BOTH requirements, see CUNYfirst to determine course status

SEMESTER CRS: 18

SEMESTER CRS: 15

SEMESTER CRS: 15

SEMESTER CRS: 12

Degree Map: A.A.S. Tourism and Hospitality: Event Planning Concentration

Degree Information

Catalog Year: **2025 - 2026**

Plan: **Tourism & Hospitality AAS**

Sub Plan: **Event Planning**

Required Credits: **60**

General Requirements

Req GPA: **2.0**

Req Residential Credits: **30**

Req Pathways Credits: **21**

Req Civic Engagement: **1**

Req Writing Intensive: **1**

1

2

3

4

Session A

COURSE	CRS
ENG 1200	3
TAH 100	3
TAH 500	3
TAH 400	3
TAH 1200	3

Session B

COURSE	CRS
MATH & QUANTITATIVE REASONING	3

Session A

COURSE	CRS
ENG 2400	3
TAH 2500	3
TAH 3000	3
TAH 4700 - Tourism and Hospitality Sales	3
BA 6000	3

Session B

COURSE	CRS

Session A

COURSE	CRS
TAH 4800 -Introduction to Event Planning (Fall Only)	3
TAH 4100 (Fall Only)	3
LIFE & PHYSICAL SCIENCES	3
Choose 1: Flexible Core - One course from Different Group & Different Discipline GROUP A - E	3

Session B

COURSE	CRS
Choose 1: Flexible Core - One course from Different Group & Different Discipline GROUP A - E	3

Session A

COURSE	CRS
TAH 4900 - Event Technology and Virtual Meetings (Spring Only)	3
TAH 9096 (Spring Only)	3
TAH 9250	3
Choose 1: Flexible Core - One course from Different Group & Different Discipline GROUP A - E	3

Session B

COURSE	CRS

NOTE: The term-by-term course sequence takes into account necessary Prerequisites, Corequisites, and Pre-/Co-requisites

NOTE: Select ONE (1) WRITING INTENSIVE course & ONE (1) CIVIC ENGAGEMENT course. Some courses meet BOTH requirements, see CUNYfirst to determine course status

SEMESTER CRS: 18

SEMESTER CRS: 15

SEMESTER CRS: 15

SEMESTER CRS: 12

Degree Program: Tourism and Hospitality, A.A.S										
Catalog Year: 2025 - 2026										
Department: Tourism and Hospitality										
Course: TAH 4700- Tourism and Hospitality Sales										
		Course Learning Outcomes								
Course Learning Outcome	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
Describe the role and responsibilities of a sales professional within the tourism and hospitality industry.	X		X		X		X		X	X
Explain the key stages of the professional sales process, from prospecting to closing.	X	X						X		X
Analyze customer needs and buying motives to develop practical sales approaches.	X	X		X		X				X
Evaluate different sales strategies and their application across various tourism and hospitality industry sectors.	X		X		X	X		X		X

Degree Program: Tourism and Hospitality, A.A.S										
Catalog Year: 2025 - 2026										
Department: Tourism and Hospitality										
Course: TAH 4800 - Introduction to Event Planning										
		Course Learning Outcomes								
Course Learning Outcome	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
Describe the various types of events within the tourism and hospitality sector	X	X		X			X	X		X
Explain the five phases of the event management process: research, design, planning, coordination, and evaluation		X				X	X			X
Develop a basic event budget and timeline for a given scenario					X	X	X			X
Identify the key logistical components of an event, including site selection, vendor management, and marketing	X	X				X	X	X		X
Analyze the importance of risk management and post-event evaluation in measuring success			X			X	X	X		X

Degree Program: Tourism and Hospitality, A.A.S										
Catalog Year: 2025 - 2026										
Department: Tourism and Hospitality										
Course: TAH 4900 - Event Technology and Virtual Meetings										
	Course Learning Outcomes									
Course Learning Outcome	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
Identify the key categories of event technology and recommend appropriate tools for specific event scenarios.	X	X	X		X				X	X
Build a functional event registration page using a major platform like Eventbrite.	X		X		X	X	X			X
Develop a production plan and run-of-show for a virtual meeting.	X		X		X	X	X			X
Design strategies to maximize audience engagement in virtual and hybrid environments.	X		X		X	X	X			X
Analyze post-event data to measure success and calculate a basic Return on Investment (ROI).	X		X		X	X	X			X
Create a complete "tech stack" proposal for a mock hybrid event.	X		X		X	X	X			X