

## **Wildlife and Outdoor Enterprise Management Program Assessment of Student Learning**

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### **Wildlife and Outdoor Enterprise Management Student Learning Outcomes**

1. Demonstrate knowledge and understanding in:
  - The scientific principles that govern the management of our natural resources
  - The technical skills needed by wildlife enterprise operators
  - Operating an outdoor enterprise using the principles of business management and marketing
  - Business finance and accounting
  - Hospitality management covering lodging, food, and beverage services and regulations into a business enterprise
2. Solve problems and think critically incorporating new information and technology related to the wildlife and outdoor enterprise field.
  - Students will increase their capabilities in problem solving by in-course/in-the-field group problem solving activities (identifying issues and possible solutions)
  - Students will increase their critical and thinking skills through the development of management plans and open dialog with faculty on the critical thinking process.
3. Communicate effectively in today's formats/media. Effective communication will include awareness of the target audience, which media format will link to the target audience with the greatest surety, and what is the appropriate content of the message(s)
4. Demonstrate an awareness of diversity with the wildlife and outdoor enterprise management profession. Develop an understanding that diversity brings strength to any undertaking/organization.