

**Learning Outcomes of the Educational Program (LOEP)  
“050810” – Tourism Business Management**

**By the end of the educational program, the graduate is expected to achieve the following learning outcomes:**

<b>LOEP 1</b>	<b>(National Statehood)</b> – Demonstrates systematic and comprehensive knowledge of the historical, legal, political, cultural, and ideological foundations of Azerbaijani statehood, as well as its role and position in the modern world; exhibits the ability to forecast the prospective development of the country and to protect the interests of the Azerbaijani state in the international arena.
<b>LOEP 2</b>	<b>(Business Management)</b> – Acquires comprehensive knowledge and skills in business management; defines the goals and activities of an enterprise, solves problems arising from its operations, organizes accounting and financial activities using appropriate methods, participates in planning and implementing the enterprise’s investment policy, leads the process of tourism product development and marketing, and organizes project implementation using various project management tools; utilizes statistical and data analytics tools and methods in organizing both strategic and operational activities of the enterprise.
<b>LOEP 3</b>	<b>(Tourism Management)</b> – Analyzes tourist behavior using scientific approaches, evaluates tourism resources as appropriate, and organizes the preparation and improvement of tourism products; carries out marketing of tourism products in domestic and international markets; organizes accommodation, food, and transportation services according to tourists’ preferences and budgets; plans the development of destinations and manages their administration; understands the characteristics of specialized areas of tourism (health and wellness, adventure and sports, cultural tourism, MICE, etc.) and applies acquired tourism and business management competencies in these areas.
<b>LOEP 4</b>	<b>(Tourism and Economics)</b> – Demonstrates knowledge of fundamental concepts, theoretical approaches, and methods of economics; analyzes economic processes at micro and macro levels; explains the role of tourism as an economic activity; describes the regulatory role and functions of the state in a market economy context; analyzes the significance of tourism in the broader economic context and participates in the regulation and development of the tourism sector by the state.
<b>LOEP 5</b>	<b>(Ethical and Legal Norms)</b> – Organizes professional activities, as well as the operations of the employing enterprise, based on ethical principles and international and national legal standards.

<b>LOEP 6</b>	<b>(Research Skills)</b> – Collects, analyzes, and communicates information using quantitative and qualitative research methods, including relevant software applications.
<b>LOEP 7</b>	<b>(Communication Skills)</b> – Engages in fluent professional and academic communication in Azerbaijani and at least one foreign language; develops advanced competencies in reading, listening, speaking, and writing in both languages.
<b>LOEP 8</b>	<b>(Practical Competencies)</b> – Demonstrates initiative, responsibility, leadership, and teamwork skills in professional activities; assumes responsibility and resolves problems in unforeseen complex situations in tourism; self-assesses and re-evaluates situations to develop knowledge and skills; demonstrates self-criticism; acquires negotiation and sales skills; maintains constructive working relationships with people from diverse cultures in an international environment.
<b>LOEP 9</b>	<b>(IT Skills)</b> – Uses relevant information technologies, including software applications, to solve professional tasks such as project management, content management, statistical analysis, and booking systems.