



MISSION, GOALS, & STUDENT LEARNING OUTCOMES

COLLEGE OF HOSPITALITY MANAGEMENT MISSION

The College of Hospitality Management’s mission is to provide a blending of academic and career preparation by equipping graduates to manage change and exercise leadership to meet the dynamic needs of the global hospitality and sports industries.

BROAD-BASED STUDENT LEARNING & OPERATIONAL GOALS:

- Graduates leave the program with the knowledge, confidence and competencies to provide high quality hospitality and/or sports management services;
- Students are prepared to meet the needs of the community at-large, graduates develop a foundation that allows them to engage in professional practices that are ethical, competent and equality focused;
- Students are capable of implementing management strategies and tactics in a cost-effective manner;
- Graduates from the program are committed to continuing personal and professional growth through lifelong learning.

**BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT;
BACHELOR OF SCIENCE IN SPORTS MANAGEMENT**

GOALS	LEARNING OUTCOMES
<p>1. Demonstrate effective skills in written and oral communication, computation, informational literacy, intellectual strategies and computer technology.</p> <p>2. Demonstrate foundational knowledge in accounting, management, and marketing, in a global context.</p> <p>3. Demonstrate an understanding in integrating and applying concepts in the core areas of business to hospitality and sports management.</p> <p>4. Synthesize through application in context of hospitality and sports management, including internships, action-learning projects, research assignments, case studies and other experiential components.</p>	<p>1. Know, analyze, and practice leadership and management skills within the hospitality industry in a global context</p> <p>2. Engage in ethical and equality-focused professional practice while implementing management strategies in a cost-effective and customer-focused manner.</p> <p>3. Apply knowledge of hospitality industry operational functions, including revenue management, food and beverage management, information systems, customer service, marketing, and development (HOSPITALITY MANAGEMENT MAJOR)</p> <p>4. Apply knowledge of sports and recreations management including, revenue management, risk management, concessions management, teaching methods of sports, customer service, marketing, and development (SPORTS MANAGEMENT MAJOR)</p> <p>5. Integrate, apply, and communicate knowledge and skills of hospitality management to a current issue or problem</p>



BACHELOR OF PROFESSIONAL STUDIES IN HOSPITALITY
MANAGEMENT

GOALS	LEARNING OUTCOMES
<ol style="list-style-type: none">1. Demonstrate effective skills in written and oral communication, computation, informational literacy, intellectual strategies and computer technology.2. Demonstrate foundational knowledge in accounting, management, and marketing, in a global context.3. Demonstrate an understanding in integrating and applying concepts in the core areas of business to hospitality management.4. Synthesize through application in context of hospitality management, including internships, action-learning projects, research assignments, case studies and other experiential components.	<ol style="list-style-type: none">1. Know, analyze, and practice leadership and management skills within the hospitality industry in a global context2. Engage in ethical and equality-focused professional practice while implementing management strategies in a cost-effective and customer-focused manner.3. Apply knowledge of hospitality industry operational functions, including revenue management, food and beverage management, information systems, customer service, marketing, and development.4. Design and implement a professional event or conference5. Design and implement a strategic plan for efficient front end operations.6. Integrate, apply, and communicate knowledge and skills of hospitality management to a current issue or problem