

HOSPITALITY MANAGEMENT

Learning outcomes

MASTER OF PROFESSIONAL STUDIES (M.P.S.)

1. **KNOW:** Graduates will master advanced knowledge of the global hospitality industry and can distinguish the unique factors characterizing hospitality businesses as compared to businesses in other industries.
2. **APPLY/ CREATE:** Graduates will be able to apply data analytics and related research skills to solve problems facing the various segments of the hospitality industry. They will be able to use these skills to enhance brand value in competitive business environments.
3. **COMMUNICATE:** Graduates will display outstanding communication skills. They will be able to write business documents of professional quality and deliver persuasive oral presentations, commensurate with positions of advanced responsibility.
4. **THINK:** Graduates will demonstrate the ability to think critically about current and future challenges in hospitality management. They will be able to adapt to and lead others in managing change. Graduates will be able to integrate advanced ideas, skills, knowledge, and experience to positively impact their organizations.
5. **PROFESSIONAL PRACTICE:** Graduates will be able to conduct themselves in accordance with the highest ethical standards and be able to demonstrate the relevance of advanced hospitality education to any managerial environment. They will be able to motivate others by example and guidance.

DOCTOR OF PHILOSOPHY (PH.D.)

1. **KNOW:** Students will be able to demonstrate mastery of their specific research area.
 - a. They will demonstrate appropriate breadth and depth of disciplinary knowledge, and comprehension of the major issues of hospitality management and related areas of study.
2. **APPLY/CREATE:** Students will be able to design and execute a research project in their field of study both independently and with others; they will also be able to teach a course following sound pedagogical principles.
3. **THINK:** Students will be able to think critically about research in hospitality management and their areas of specialization.
 - a. They will demonstrate analytical and critical thinking in hospitality and related fields.
4. **COMMUNICATE:** Students will be able to use standards of field in written and oral communication
 - a. They will effectively communicate scholarly outcomes both orally and in writing.
5. **PROFESSIONAL PRACTICE:** Students will be able to identify ethical issues in research, teaching and the profession.
 - a. They will know and conduct themselves in accordance with the highest professional standards and demonstrate the value of inclusion and diversity.