

HOSPITALITY MANAGEMENT, B.S. (BERKS)

Begin Campus: Any Penn State Campus

End Campus: Berks

Program Learning Objectives

- **Entrepreneurship:** Be an entrepreneur or an intrapreneur within the hospitality industry
 - Demonstrate self-efficacy, leadership, resourcefulness and creativity.
 - Demonstrate the ability to recognize new opportunities.
- **Knowledge:** Have Substantive Content Knowledge
 - Demonstrate the knowledge, skills, and attitudes to function effectively in a diverse and global organizational environment
 - Synthesize and evaluate core concepts in the areas of hospitality accounting, finance, human resources, marketing, operations, and quantitative methods
- **Managerial Skills:** Have Leadership, Communication, Interpersonal, and Social Skills
 - Demonstrate the ability to read, listen, and clearly express themselves using written, oral, visual, and quantitative methods to communicate effectively with superiors, coworkers, customers, and members of the community
 - Demonstrate personal and professional standards for ethical decision-making and social behavior
- **Skills:** Have Analytical, Critical, and Strategic Thinking Skills
 - Apply the basic principles of analytical thinking and problem solving when examining hospitality management issues
 - Demonstrate the ability to integrate concepts and theories across functional business domains (e.g. Finance, Marketing, Human Resources, Operations, etc.)