HOSPITALITY MANAGEMENT GRADUATE CREDIT CERTIFICATE PROGRAM

Learning Outcomes

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.
3. **COMMUNICATE:** Graduates will display outstanding communication skills.
4. **THINK:** Graduates will demonstrate the ability to think critically about current and future challenges in hospitality management.
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.