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.)