

# HOSPITALITY MANAGEMENT, B.S. (BERKS)

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**Begin Campus:** Any Penn State Campus

**End Campus:** Berks

## Program Learning Objectives

### Entrepreneurship Option

1. Have Analytical, Critical, and Strategic Thinking Skills
  - a. Apply the basic principles of analytical thinking and problem solving when examining hospitality management issues
  - b. Demonstrate the ability to integrate concepts and theories across functional business domains (e.g. Finance, Marketing, Human Resources, Operations, etc.)
2. Have Substantive Content Knowledge
  - a. Demonstrate the knowledge, skills, and attitudes to function effectively in a diverse and global organizational environment
  - b. Synthesize and evaluate core concepts in the areas of hospitality accounting, finance, human resources, marketing, operations, and quantitative methods
3. Have Leadership, Communication, Interpersonal, and Social Skills
  - a. 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
  - b. Demonstrate personal and professional standards for ethical decision-making and social behavior
4. Be an entrepreneur or an Intrapreneur within the Hospitality Industry
  - a. Demonstrate self-efficacy, leadership, resourcefulness and creativity.
  - b. Demonstrate the ability to recognize new opportunities.