



Operational Excellence and Assessment Support

Academic Learning Compacts

Rosen College of Hospitality Management Academic Learning Compacts

Entertainment Management - B.S.

Discipline Specific Knowledge, Skills, Behavior and Values

1. Students in the Entertainment Management degree will demonstrate in-depth knowledge of history and current management trends followed in various segments of the entertainment industry.
2. Students in the Entertainment Management degree will demonstrate proficiency in entertainment management knowledge and skills in the areas of creativity, technology, consumer behavior, and business.
3. Students in the Entertainment Management degree will demonstrate knowledge of how best to align consumer behavior to financial goals.
4. Students in the Entertainment Management degree will demonstrate ability to analyze financial statements and understand basic financial management techniques.

Critical Thinking

1. Students in the Entertainment Management degree will demonstrate the ability to analyze and solve industry related problems, including legal issues in entertainment business dealings, and to recognize where legal problems may arise.
2. Students in the Entertainment Management degree program core classes will be able to develop a basic business plan for an entertainment venture.

Communication

1. Students in the Entertainment Management degree will demonstrate proficiency in oral communications when making a presentation.
2. Students in the Entertainment Management degree will demonstrate proficiency in written communications.

Assessment of Entertainment Management - B.S. Outcomes

These outcomes will be assessed using a variety of assessment methods, including:

- Tests

- **Individual and Team Projects**
- **Papers**
- **Presentations**
- **Portfolios**
- **Simulations**
- **Internship Evaluations**