



**Rosen College of Hospitality Management  
Academic Learning Compacts**

**Event Management, B.S.**

**Discipline Specific Knowledge, Skills, Behaviors, and Values**

1. Graduates of the program will demonstrate knowledge of the various segments of the hospitality industry.
2. Graduates of the program will demonstrate proficiency in event management skills, including event risk management, event design & production, event technology, and event promotion.
3. Graduates of the program will demonstrate industrywide accepted practices for risk management, event design and production, promotion, and logistics in the event industry.

**Critical Thinking**

4. Graduates of the program will demonstrate the ability to evaluate options to solve event industry related problems.
5. Graduates of the program will satisfactorily apply their critical thinking skills to event industry issues identified by hospitality professionals.

**Communication**

6. Graduates of the program will demonstrate proficiency in oral communications of the kind expected when making a presentation to a potential client.
7. Communication Skills: Graduates of the program will demonstrate proficiency in presentation skills used by event managers.
8. Graduates of the program will demonstrate proficiency in written communications used by hospitality managers.

**Assessment of Hospitality Management Outcomes**

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

- tests
- projects
- discussion evaluations
- presentation rubrics
- portfolios
- internship evaluations