



Rosen College of Hospitality Management Academic Learning Compacts

Event Management - B.S.

Discipline Specific Knowledge, Skills, Behavior and Values

1. Students who complete Event Management core classes will properly identify event management businesses and their products or services.
2. Students who complete Event Management core classes will develop professional guidelines to assure the implementation of successful events.
3. Students who complete Event Management core courses will describe the process by which events are created by planners and hosted by venues.
4. Students who complete Event Management core classes will explain how event design is used to achieve event goals and objectives.
5. Students who complete Event Management core classes will describe the different types of events produced by host organizations and their reasons for creating them.

Critical Thinking

1. Students who complete Event Management core classes will develop professional guidelines to assure the implementation of successful events.
2. Students who complete Event Management core classes will develop strategic assessments of the event industry and its component businesses.
3. Students who complete Event Management core courses will describe the process by which events are created by planners and hosted by venues.
4. Students who complete Event Management core classes will explain how event design is used to achieve event goals and objectives.
5. Students who complete Event Management core classes will assess the effectiveness and security of events and event tourism.
6. Students who complete Event Management core classes will describe the different types of events produced by host organizations and their reasons for creating them.

Communication

1. Students who complete Event Management core classes will demonstrate written communication skills that meet the professional standards of the

event industry.

2. Students who complete Event Management core classes will demonstrate oral communication skills that meet the professional standards of the event industry.

Assessment of Event Management - B.S. Outcomes

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

- Tests
- Projects
- Discuss evaluations
- Presentation rubrics
- Portfolios
- Internship evaluations