UNIVERSITY OF
CENTRAL FLORIDA

STUDENT LEARNING OUTCOMES

ROSEN COLLEGE OF HOSPITALITY MANAGEMENT
ENTERTAINMENT MANAGEMENT - B.S.

Discipline Specific Knowledge, Skills, Behavior and Values

1. Students who complete Entertainment Management core classes will demonstrate a thorough comprehension of the different types of entertainment management businesses/organizations and their products or services.

2. Students who complete Entertainment Management core classes will display their knowledge of the marketing, promotions, and sales processes for entertainment products by demonstrating use of communication skills that meet the professional standards of the industry.

3. Students who complete Entertainment Management core classes will demonstrate their knowledge of strategic assessment of productions in the industry.

4. Students who complete Entertainment Management core classes will demonstrate skills for strong job placement thus harnessing the power to transform livelihoods.

Critical Thinking

1. Students who complete Entertainment Management core classes will demonstrate their knowledge of strategic assessment of productions in the industry.

2. Students who complete Entertainment Management core classes will demonstrate skills for strong job placement thus harnessing the power to transform livelihoods.

Communication

1. Students who complete Entertainment Management core classes will display their knowledge of the marketing, promotions, and sales processes for entertainment products by demonstrating use of communication skills that meet the professional standards of the industry.

2. Students who complete Entertainment Management core classes will demonstrate their knowledge of strategic assessment of productions in the industry.

3. Students who complete Entertainment Management core classes will demonstrate skills for strong job placement thus harnessing the power to transform livelihoods.

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**