



STUDENT LEARNING OUTCOMES

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

Discipline Specific Knowledge, Skills, Behavior and Values

1. Students who complete Event Management core classes will demonstrate a thorough comprehension of the different types of event management businesses/organizations and their products or services.
2. Students who complete Event Management core classes will display their knowledge of the event creation process used by planners and venue hosts by demonstrating use of communication skills that meet the professional standards of the event industry.
3. Students who complete Event Management core classes will demonstrate their knowledge of strategic design and event production in the industry.
4. Students who complete Event Management Core classes will demonstrate skills for strong job placement thus harnessing the power to transform livelihoods.

Critical Thinking

1. Students who complete Event Management core classes will demonstrate their knowledge of strategic design and event production in the industry.
2. Students who complete Event Management Core classes will demonstrate skills for strong job placement thus harnessing the power to transform livelihoods.

Communication

1. Students who complete Event Management core classes will display their knowledge of the event creation process used by planners and venue hosts by demonstrating use of communication skills that meet the professional standards of the event industry.
2. Students who complete Event Management core classes will demonstrate their knowledge of strategic design and event production in the industry.
3. Students who complete Event Management Core classes will demonstrate skills for strong job placement thus harnessing the power to transform livelihoods.

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**