COLLEGE OF BUSINESS

SCHOOL OF MARKETING, ENTREPRENEURSHIP, SPORT MANAGEMENT, AND HOSPITALITY AND TOURISM

SPORTS MANAGEMENT, B.S.B.A.

DEGREE PROGRAM STUDENT LEARNING OUTCOMES

Students will be:

1. Effective communicators.
2. Knowledgeable of ethical principles and the application of those principles.
3. Decision makers and problem solvers.
4. Effective group members.
5. Knowledgeable about the hospitality and tourism discipline.
6. Effective customer service providers.