

The Collins College of Hospitality Management

Vision

Our vision is to shape the future of hospitality.

We seek to create an engaging university experience that embodies excellence in hospitality management education as we become a preeminent source of future leaders in this dynamic and growing industry.

Mission

We are dedicated to advancing the field of hospitality management through:

- our collaborative learn-by-doing approach;
- our profound appreciation of diverse backgrounds, ideas, and cultures; and
- our strategic integration of scholarship, service, and applied learning

to benefit our stakeholders and the global hospitality industry.

Core Values

- Our students are the most valued stakeholders of the college.
- We are learning-centered.
- Our faculty are teacher-scholars, valuing balance in their academic pursuits.
- We believe in the power of diversity and inclusiveness to positively impact our lives and the lives of others.
- We practice ethical behavior and instill this value in others.
- We inspire our stakeholders to value lifelong learning.
- We have an obligation to protect the environment.
- We believe that student success evolves from an environment where people enjoy what they do.

Student Learning Outcomes of Hospitality Management Undergraduates

Through participating in curricular and co-curricular learning opportunities, including professional work experience and networking with our industry partners, Bachelor of Science Graduates of The Collins College of Hospitality Management will develop the competencies necessary to successfully manage in a hospitality environment. These competencies include:

Characteristics of Hospitable Service

Create favorable guest experiences by using professional service management techniques in a hospitality business environment

Technological Literacy

Apply current and relevant technologies in a manner designed to enhance organizational performance in a hospitality business environment

Analytical Thinking

Make clear and logical decisions by organizing, analyzing, and interpreting information and formulating rational solutions in a hospitality business environment

Teamwork

Contribute to positive team performance in a hospitality business environment by appraising and managing one's own team-related competencies, in particular, the knowledge, skills and attitudes considered transportable from one team to another

Leadership

Model the behaviors of effective, ethical leaders by demonstrating the fundamental principles of leadership in a hospitality business environment