

**GRADUATE ATTRIBUTES:**

The College defines the philosophy underpinning its teaching programs through the graduate attributes. These describe the qualities, knowledge and capabilities that students are encouraged to take responsibility for developing throughout their studies at the University.

**Do all graduates have these attributes?**

All our students are individuals with their own backgrounds and experiences. The University can offer the opportunities for students to develop these skills and qualities but it is up to our students to reflect on their own academic, personal, and development needs and to engage with the opportunities that are appropriate for them.

1	Domain Knowledge	Demonstrated broad knowledge and proficiency in the core functional and support areas of hospitality business, competence in revenue management, hospitality sales and marketing, event management and independently do research using an appropriate research method to solve managerial issues in the study domain.
2	Problem analysis	An ability to use appropriate knowledge and skills to identify, formulate, analyze, and solve complex problems in revenue management, event management and sales & Marketing in order to reach viable conclusions.
3	Investigation	An ability to conduct investigations of complex problems related to revenue management and Sales and marketing at hospitality organization by methods that include appropriate experiments, analysis and interpretation of data and synthesis of information in order to reach valid conclusions.
4	Design	An ability to design solutions, process, for complex, open-ended problems in revenue management, marketing, and managerial issues related to hospitality management with appropriate attention to health and safety risks, applicable standards, and economic, environmental, cultural and societal considerations.
5	Evaluate	Ability to evaluate the performance of a business against specified financial, social, environmental, marketing and operational criteria and make recommendations for improvements.
6	Individual and teamwork	An ability to work effectively as a member and leader in teams, preferably in a multi-cultural and inter-disciplinary setting.

7	Impact	Impact of business on society and the environment: An ability to analyze social and environmental aspects of hospitality industry and able to implement the process considering the concepts of sustainable development and environmental stewardship.
8	Ethics and equity	An ability to apply professional ethics, accountability, and equity.
9	Life-long learning	An ability to identify and to address their own educational needs in a changing world in ways sufficient to maintain their competence and to allow them to contribute to the advancement of knowledge in the discipline.