

**COLLEGE OF HOSPITALITY, RETAIL, & SPORT MANAGEMENT  
BLUEPRINT FOR QUALITY ENHANCEMENT  
2008-2009**

**EXECUTIVE SUMMARY**

**Vision Statement:** The College of Hospitality, Retail, & Sport Management (HRSM) will be among the best colleges in the world in its areas of specialization by 2015 by seeking world-class status with faculty, students, partners, and facilities consistent with this ambition.

**Mission Statement:** The College of Hospitality, Retail, & Sport Management will provide exemplary academic preparation for students and a collaborative environment that promotes seminal research and service projects with peer institutions, global colleagues, and industry partners.

**Goals:**

- Goal 1:* Improve undergraduate curricula, instruction, and student learning.
- Goal 2:* Develop and improve graduate curricula, instruction, and student learning.
- Goal 3:* Increase the College's research activities, sponsored funding, and publication record.
- Goal 4:* Recruit and retain excellent administrators, faculty, lecturers and staff.
- Goal 5:* Provide service and outreach efforts to our respective professions, the State of South Carolina, the nation, and world communities.
- Goal 6:* Develop and expand international involvement with comparable institutions and businesses.
- Goal 7:* Pursue and obtain corporate and individual financial support to achieve the vision and mission of the College.