Biz New Orleans: Aiming Higher with Hospitality

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John Clarke, professor of practice and associate dean for graduate programs, spoke with Kim Singletary, managing editor of Biz New Orleans, about the Freeman School's new program in entrepreneurial hospitality for her February 2019 feature on efforts to improve the quality of jobs in the New Orleans hospitality industry.

> This program is different because it focuses on the entrepreneurial side of things and in understanding hospitality and really the customer experience. To that end, it’s relevant to people in any industry; everybody has customers, and everybody has employees, which are internal customers.

To read the article in its entirety, visit bizneworleans.com:

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