Student Learning Outcomes/Objectives, with Any Associations and Related Measures, Targets, Findings, and Action Plans

SLO 3: Research and application in industry
Students will develop an advanced understanding of research methods and their application in the hospitality and tourism industry.

Related Measures

M 3: Hospitality and Tourism Research Methods
Student learning will be assessed through an individual research project in HRT 6202 – Hospitality and Tourism Research Methods
Source of Evidence: Capstone course assignments measuring mastery

Target:
At least 80% of students will achieve a passing grade of 70% or greater on the team research project in HRT 6202 – Hospitality and Tourism Research Methods

SLO 4: Written communications skills
Students will demonstrate effective written communications skills.

Related Measures

M 4: Written assignment
Student learning will be assessed through an individual written assignment involving a case problem in HRT 6301 (Capstone Course). 1) Student will be assessed on the quality and clarity of their written assignment. Assessment is based on a Rubric Scoring 2) Student will be assessed on the how well they identify the problem and the alternative solutions to the problem. Assessment is based on a Rubric Scoring
Source of Evidence: Written assignment(s), usually scored by a rubric

Target:
At least 92% of students will achieve Satisfactory or Superior on the Rubric Scoring of the assignment in the Capstone Course - HRT 6301

SLO 5: Oral communications skills
Students will demonstrate effective oral communications skills.

Related Measures

M 5: Oral presentation
Student learning will be assessed through an oral presentation in HRT 6203-Hospitality Marketing Assessment is based on a Rubric Scoring
Source of Evidence: Presentation, either individual or group

Target:
At least 85% of students will achieve Superior on the Rubric Scoring of the presentation in the Marketing Course HRT 6203

SLO 6: Problem solving skills
Students will demonstrate effective problem solving skills.

Related Measures

M 4: Written assignment
Student learning will be assessed through an individual written assignment involving a case problem in HRT 6301 (Capstone Course). 1) Student will be assessed on the quality and clarity of their written assignment. Assessment is based on a Rubric Scoring 2) Student will be assessed on the how well they identify the problem and the alternative solutions to the problem. Assessment is based on a Rubric Scoring
Source of Evidence: Written assignment(s), usually scored by a rubric

Target:
At least 85% of students will achieve Superior on the Rubric Scoring of the assignment in the Capstone Course – HRT 6301