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

SLO 1: Business Knowledge
Students will demonstrate knowledge of the following core hospitality industries: Hotel/lodging, Restaurant/ Foodservice, Events/Meetings, and Tourism.

Related Measures

M 1: Business Knowledge
Student learning will be assessed through a industry proficiency assignment in HRT 6001 – Survey of the Hospitality and Tourism Industry

Source of Evidence: Capstone course assignments measuring mastery

Target:
At least 80% of students will score 80% or above on each section of the industry proficiency assignment in HRT 6001 – Survey of the Hospitality and Tourism Industry.

SLO 2: Ethical Orientation
Students will demonstrate the ability to analyze an ethical situation.

Related Measures

M 2: Ethical Orientation
Students will be assessed using a checklist applied to their analysis of an ethical situation assignment in HRT 6205 – Change Management for Hospitality and Tourism.

Source of Evidence: Written assignment(s), usually scored by a rubric

Target:
At least 80% of students will score 80% or above on the ethical situation assignment in HRT 6205 – Change Management for Hospitality and Tourism.

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 score satisfactory or superior on each component of the rubric applied to 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 6: Problem Solving
Student learning will be assessed through an individual written assignment involving a short case problem in HRT 6301 – Hospitality and Tourism Industry Strategic Management (Capstone Course). Students will be assessed on 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 HRT 6301 – Hospitality and Tourism Industry Strategic Management (Capstone Course).

SLO 7: Integration of Material
Students will demonstrate the ability to synthesize core business management concepts and apply them to the hospitality and tourism industry.

Related Measures

M 7: Integration of Material
Student learning will be assessed through an individual written assignment involving a case analysis in HRT 6301 – Hospitality and Tourism Industry Strategic Management (Capstone Course). Students will be assessed on how well they apply the core business management concepts to the case problem. Assessment is based on a Rubric Scoring.

Source of Evidence: Written assignment(s), usually scored by a rubric

Target:
At least 80% of students will achieve Superior on the Rubric Scoring of the assignment in HRT 6301 – Hospitality and Tourism Industry Strategic Management (Capstone Course).

SLO 8: International Perspective
Students will demonstrate the ability to assess the economic impact of international tourism.

Related Measures

M 8: International Perspective
Student learning will be assessed through an international tourism economic impact assignment in HRT 6001 – Survey of the Hospitality and Tourism Industry.

Source of Evidence: Written assignment(s), usually scored by a rubric

Target:
At least 80% of students will score 80% or above on checklist on the international tourism economic impact assignment in HRT 6001 – Survey of the Hospitality and Tourism Industry.