

**Hospitality and Tourism Management BS/Minor
2017-2018 Student Learning Outcomes**

Outcome		Assessment Methods
1	<i>Students demonstrate effective writing and establish decisive verbal and non-verbal ability through the development and defense of a hospitality/tourism via allied cases, documentation and business plans.</i>	<i>Memo writing assignment</i> <i>Internship assignment</i> <i>Capstone business plan document</i> <i>Poster presentation evaluated with rubric</i>
2	<i>Students document real-world business computational and analysis expertise (i.e. balance sheet and sources and uses of funds, income and cash-flow statements).</i>	<i>Revenue management simulation</i> <i>Five-year business concept pro forma</i>
3	<i>Students articulate and respond to social, ethical, environmental and economic challenges at local, national and international levels through participation in an ethics case study with follow up exercises that highlights why ethical people often engage in unethical behavior in a business setting.</i>	<i>Sustainable tourism exercise</i> <i>Business ethics seminar</i>
4	<i>Student will weigh changing environmental trends, unsolved problems and gaps for relevance in the marketplace.</i>	<i>Case study assignments</i> <i>Business plan project evaluated with rubric</i>
5	<i>Students efficiently synthesize principles of hospitality/ tourism, finance, management, marketing, primary and secondary research, economics and accounting.</i>	<i>Case study assignments</i> <i>Final project evaluated with rubric</i>