The purpose of the School of Hospitality and Tourism Management is to educate undergraduate students to successfully assume leadership positions in the hospitality and tourism industries.

**Unit's Expanded Statement of Institutional Purpose**

The School of Hospitality and Tourism Management believes that students, upon entering the workforce, shall display competency in the following areas:

1. **Critical Thinking:**
   BSHM graduates of the School of Hospitality and Tourism Management shall display the ability as professionals to demonstrate critical thinking skills. Critical thinking is defined as the ability to analyze and solve problems generally found in the hospitality field using quantitative and qualitative reasoning. Students should specifically be able to do the following:

   1.1 Analyze, using quantitative and qualitative reasoning, financial problems generally encountered in the field of hospitality financial management.

   1.2 Apply analytical tools to solve, using quantitative and qualitative reasoning, financial problems generally encountered in the field of hospitality financial management.

2. **Management:**
   BSHM graduates of the School of Hospitality and Tourism Management shall display the ability to manage and lead effectively. Students should specifically be able to do the following:

   2.1 Manage, using quantitative and qualitative reasoning, financial problems generally encountered in the field of hospitality financial management.

   2.2 Apply analytical tools to manage, using quantitative and qualitative reasoning, financial problems generally encountered in the field of hospitality financial management.

**Intended Student Outcomes, Research and Service Outcomes/Objectives**

- Critical Thinking–
  - HFT 4464 Financial Analysis for the Hospitality Industry and HFT 4474-Management Accounting for the Hospitality Industry

**Outcomes Assessment Criteria, Standards & Procedures**

1.1 Standard:
BSHM students will demonstrate scores of at least 70% on embedded questions designed to measure their ability to analyze on each exam administered in HFT 4464.

1.2 Standard:
BSHM students will demonstrate scores of at least 70% on embedded questions designed to measure their ability to solve financial problems on each exam administered in HFT 4464.

1.1 and 1.2 Procedure:
Exams with appropriately designed embedded questions will be administered to BSHM students at least two times each semester in HFT 4464.
1.3 Apply analytical tools to solve, using quantitative and qualitative reasoning, management accounting problems generally encountered in the hospitality industry.

1.3 Standard:
BSHM students will demonstrate scores of at least 70% on embedded questions designed to measure their ability to solve management accounting problems on each exam administered in HFT 4474.

1.3 Procedure:
Exams with appropriately designed embedded questions will be administered to BSHM students at least two times each semester in HFT 4474.
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| 2. **Oral Communication:**  
BSHM graduates of the School of Hospitality and Tourism Management will possess the ability to present prepared speeches and should specifically be able to:  
2.1 demonstrate the ability to effectively summarize key points and communicate them in front of the class during a brief oral presentation.  
2.2 demonstrate the ability to effectively present information in a logical, interesting sequence with visuals that relate to the topic. | Oral Communication –  
HFT 4221 Human Resources Management for the Hospitality Industry  
Assessment Criteria:  
BSHM students are required to take, as part of their core curriculum HFT 4221 where they are required to prepare an oral presentation based upon appropriate course content material.  
2.1 Standard:  
BSHM students will demonstrate scores of 70% or more on Presentation Evaluation Criteria measuring Content Knowledge and Elocution.  
2.2 Standard:  
BSHM students will demonstrate scores of 79% or more on Presentation Evaluation Criteria measuring Organization and Visuals.  
2.1 and 2.2 Procedure:  
Students are required to select research topics upon which they are required to make a 5-7 minute presentation which must adhere to written guidelines and evaluation criteria. | | |
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<td><strong>The purpose of the School of Hospitality and Tourism Management is to educate undergraduate students to successfully assume leadership positions in the hospitality and tourism industries.</strong></td>
<td><strong>3. Written communication:</strong> BSHM graduates of the School of Hospitality and Tourism Management will possess the ability to conduct research and prepare written research papers and should specifically be able to:**</td>
<td><strong>Written communication – HFT 4221 Human Resources Management for the Hospitality Industry</strong>&lt;br&gt;<strong>Assessment Criteria:</strong> BSHM students are required to take, as part of their core curriculum HFT 421 where they are required to prepare a written research paper based upon appropriate course content material.</td>
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<td><strong>3.1 demonstrate the ability to review and summarize research findings from the literature.</strong></td>
<td><strong>3.1 Standard:</strong> BSHM students will demonstrate scores of 70% or more on Research Paper Evaluation Criteria measuring Content Quality/Usefulness of Ideas.</td>
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<td><strong>3.2 demonstrate the ability to thoroughly respond to the research topic selected.</strong></td>
<td><strong>3.2 Standard:</strong> BSHM students will demonstrate scores of 70% or more on Research Paper Evaluation Criteria measuring Thoroughness/Specificity.</td>
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<td><strong>3.1 and 3.2 Procedure:</strong> Students are required to select contemporary human resources management research paper topics which must adhere to written guidelines and evaluation criteria.</td>
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| The purpose of the School of Hospitality and Tourism Management is to educate undergraduate students to successfully assume leadership positions in the hospitality and tourism industries. | **4. Content Learning Outcomes-BSHM:**  
4.1 Hospitality Law/ Human Resources Management  
BSHM students of the School of Hospitality and Tourism Management will gain knowledge about the benefit of strong human resources management skills. Additionally they will gain a broad based knowledge related to federal employment law and its impact on human resources management policies and practices as they pertain to the hospitality industry. Specifically they will be able to:  
4.1a recognize the legal issues that are of importance to managers with human resources responsibilities in the hospitality industry.  
4.1b describe human resources management and the functions associated with its implementation.  
4.1c recognize the support services offered by human resources management to improve employee recruitment and retention. | Content learning outcome assessments-BSHM:  
4.1 HFT 4221-Human Resources Management for the Hospitality Industry  
Assessment Criteria: BSHM students are required to take a core curriculum where they are evaluated on their knowledge of human resources management skills and federal employment law as applied in the hospitality industry.  
4.1 Standard: BSHM students will demonstrate scores of at least 70% on quizzes that pertain to the identified learning outcomes.  
4.1 Procedure: Quizzes with appropriately designed questions will be administered to BSHM students throughout the semester in HFT 4221. | | |
The purpose of the School of Hospitality and Tourism Management is to educate undergraduate students to successfully assume leadership positions in the hospitality and tourism industries.

### 4.2 Financial Management/Managerial Accounting

BSHM students of the School of Hospitality and Tourism Management will gain knowledge related to Accounting/Financial Management as applied in the hospitality industry and should specifically be able to:

- **4.2a** have an understanding of the tools and techniques of financial analysis as they apply in the hospitality industry.
- **4.2b** evaluate how managerial performance can be enhanced through effective financial analysis.
- **4.2c** apply analytical tools in solving financial problems in the hospitality industry.

#### 4.2 HFT 4464- Interpretation of Hospitality Industry Financial Statements

**Assessment Criteria:** BSHM students are required to take a core curriculum where they are evaluated on their knowledge of financial management as applied to the hospitality industry.

- **4.2a Standard 1:** BSHM students will demonstrate scores of at least 70% on embedded questions on each exam.
- **4.2a Procedure:** Exams with appropriately designed embedded questions will be administered to BSHM students at least two times each semester.

- **4.2b Standard 1:** BSHM students will demonstrate class scores of at least 70% on embedded questions on each exam.
- **4.2b Procedure:** Exams with appropriately designed embedded questions will be administered to BSHM students at least two times each semester.

- **4.2c Standard 1:** BSHM students will demonstrate class scores of at least 70% on embedded questions on each exam.
- **4.2c Procedure:** Exams with appropriately designed embedded questions will be administered to BSHM students at least two times each semester.
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| The purpose of the School of Hospitality and Tourism Management is to educate undergraduate students to successfully assume leadership positions in the hospitality and tourism industries. | 4.2 (continued) Financial Management/Managerial Accounting  
BSHM students of the School of Hospitality and Tourism Management will have an adequate knowledge of the uniform system of accounts for hotels and restaurants and a basic understanding of the principles of good financial management and managerial accounting.  
The students will gain knowledge with regard to the various techniques of management accounting as applied to the hospitality industry, and should be able to:  
4.2d demonstrate familiarity with management accounting techniques as applied in the hospitality industry.  
4.2e apply the management accounting tools and techniques as used in the hospitality industry. | HFT 4474-Managerial Accounting  
Assessment Criteria: BSHM Students are required to take a core curriculum where they are evaluated on their knowledge of the Uniform System of Accounts for the Lodging industry and their understanding of the principles of managerial accounting and finance as applied to the hospitality industry.  
4.2d Standard: Students will demonstrate class scores of at least 70% on embedded questions.  
4.2d Procedure: Exams with appropriately designed embedded questions will be administered to BSHM students at least two times each semester.  
4.2e Standard: BSHM students will demonstrate class scores of at least 70% on embedded questions.  
4.2e Procedure: Exams with appropriately designed embedded questions will be administered to BSHM students at least two times each semester. | | |
### Unit's Expanded Statement of Institutional Purpose

The purpose of the School of Hospitality and Tourism Management is to educate undergraduate students to successfully assume leadership positions in the hospitality and tourism industries.

### Intended Student Outcomes, Research and Service Outcomes/Objectives

#### 4.3  Information Technology

BSHM students of the School of Hospitality and Tourism Management will gain knowledge related to information systems management as applied in the hospitality industry and should specifically be able to:

4.3a. describe the organizational use of management information systems in hospitality businesses.

4.3b. demonstrate technical mastery of current management Decision Support Application Software such as the MS Office suite with specific reference to the hospitality industry.

4.3c. understand the use of digital networks such as the World Wide Web in post-modern hospitality industrial management.

#### 4.3  HFT 3423 – Hospitality Information Technology

**Assessment Criteria:** BSHM students are required to take a core curriculum where they are evaluated on their knowledge of information systems management as applied to the hospitality industry.

4.3a **Standard:** BSHM students will demonstrate scores of at least 75% on embedded material on the final exam.

4.3a **Procedure:** The final exam will be appropriately designed with embedded questions and administered to each student.

4.3b 1 **Standard:** BSHM students will demonstrate proficiency of 80% on specific tasks using application software.

4.3b 2 **Standard:** BSHM students will demonstrate improvement through the semester on embedded questions.

4.3b **Procedure:** Laboratory performance will be graded and both mid-term and final exams will be appropriately designed with embedded questions and administered to each student.

4.3c 1 **Standard:** BSHM students will demonstrate increasing skill on each assignment.

4.3c 2 **Standard:** BSHM students will demonstrate a proficiency of at least 75% on embedded final exam questions.

4.3c **Procedure:** All student assignments will be graded and the number of assignments needing to be redone will be monitored from one semester to the next.
### Unit’s Expanded Statement of Institutional Purpose

The purpose of the School of Hospitality and Tourism Management is to educate undergraduate students to successfully assume leadership positions in the hospitality and tourism industries.

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| **4.4 Food Production**  
BSHM students of the School of Hospitality and Tourism Management will have a general knowledge of food production techniques and a demonstrated skill in producing and managing foodservice functions in hotels and restaurants. Specifically, they will be able to: | **4.4 FSS 3230 – Introduction to Commercial Food Service Production**  
Assessment Criteria: BSHM students are required to take a core curriculum where they are evaluated on their knowledge of the structure of kitchen brigades, classification of cooking methods and menu planning, both by definition and application as utilized in current food and beverage operations in the hospitality industry. | | |
| **4.4a** understand the structure and organization of classic and modern kitchen brigades from a managerial standpoint and be able to identify current examples of structure. | **4.4a and b Standard:** BSHM students will demonstrate scores of at least 70% on written test questions embedded in exams.  
**4.4a and b Procedure:** Exams will be appropriately designed with embedded test questions and administered to each student. | | |
| **4.4b** understand the various cooking methods used in the industry. | **4.4c Standard:** BSHM students will demonstrate scores of 70% or higher on a Practical Exam using defined standards of acceptability.  
**4.4c Procedure:** A practical exam will be administered to each student requiring the ability to produce a finished cooked food product. | | |
| **4.4c** apply the various cooking methods used in the industry. | | | |
| **4.4d** create a menu from scratch using ingredients on hand and prepare it. | **4.4d Standard:** BSHM students will demonstrate scores of 70% or higher on a written Menu Planning and Evaluation sheet.  
**4.4d Procedure:** Students will design, present, and produce a menu, as part of a team effort, within a specified time frame. | | |
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| The purpose of the School of Hospitality and Tourism Management is to educate undergraduate students to successfully assume leadership positions in the hospitality and tourism industries. | 4.4 (continued) Food Production  
BSHM students of the School of Hospitality and Tourism Management will have a general knowledge of food production techniques and a demonstrated skill in producing and managing foodservice functions in hotels and restaurants. Specifically, they will be able to:  
4.4e Develop managerial skills and technical competency in food preparation and service.  
4.4f Work within a team environment in the food and beverage area, while meeting established deadlines.  
4.4g Understand the process of menu development, recipe costing, and marketing in a commercial setting. | FSS 4234 – Advanced Food Service Production  
Assessment Criteria: BSHM students are required to take a core curriculum where they are provided an opportunity to participate in managing an actual teaching restaurant.  
4.4e Standard: BSHM students will demonstrate scores of at least 70% on their participation using written evaluation criteria.  
4.4e Procedure: Each student will have an opportunity to participate in the management of an actual dining event.  
4.4f Standard: BSHM students will demonstrate scores of 70% or higher on Team Position Matrix Assignment written criteria.  
4.4f Procedure: Each student will have an opportunity to rotate through various positions in a teaching restaurant that mirror those of food and beverage establishments found in the hospitality industry.  
4.4g Standard: BSHM students will demonstrate scores of at least 70% on their menu evaluation components of the team function report.  
4.4g Procedure: Each student will develop a printed menu for the purpose of production analysis. | | |
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<td><strong>4.5 Marketing</strong></td>
<td><strong>4.5 HFT 3503 – Hospitality Marketing</strong>&lt;br&gt;Assessment Criteria: BSHM students are required to take a core curriculum where they are evaluated on their knowledge of marketing principles as applied to the hospitality industry.&lt;br&gt;4.5 Standard: BSHM students will demonstrate scores of at least 70% for each of the assessment tools or quizzes corresponding to each of the learning outcomes.&lt;br&gt;4.5 Procedure 1: BSHM students are required to prepare four written assignments, each of which relates directly to one or more of the learning outcomes, which must adhere to written guidelines and evaluation criteria.&lt;br&gt;4.5 Procedure 2: Students will be administered a series of quizzes from chapters corresponding to each of the learning outcomes.</td>
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<td>BSHM students of the School of Hospitality and Tourism Management will attain a general knowledge of marketing as applied to the hospitality industry and should specifically be able to:&lt;br&gt;4.5a understand the basic concepts and practices of modern hospitality marketing.&lt;br&gt;4.5b identify the core products and markets of the hospitality industry.&lt;br&gt;4.5c research and develop product, pricing, distribution and promotion strategies for hospitality businesses.</td>
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<td><strong>4.6 Management</strong> Students acquire a general knowledge of the six basic tasks of management – setting strategy, managing operations, marshaling resources, creating a positive work environment, building an organization, and developing people. Students are introduced to the lexicon and basic disciplines of management and should specifically be able to:</td>
<td><strong>4.6 HFT 3210 – Fundamentals of Management in the Hospitality Industry</strong> BSHM students are required to take a core curriculum where they are evaluated on their knowledge of management principles as applied to the hospitality industry by participation in case studies where role-playing is used.</td>
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<td>4.6a exhibit analytical skills.</td>
<td>4.6a and b <em>Procedure 1</em>: Role-playing is graded as to thoroughness of preparation, clarity in oral presentation, and the ability to think and reason under pressure. Students role play six cases. Some thirty roles are assigned to students. Interactive discussion takes place in front of the class. Role-playing enhances a student's ability to communicate and enhances their analytical skills.</td>
<td>4.6a and b <em>Standard 1</em>: Students will score at least 70% on role playing exercises.</td>
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<td>4.6b improve oral communication.</td>
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<td>4.6c develop their ability to work effectively in teams.</td>
<td>4.6c <em>Procedure</em>: Students are placed into teams for one of the case studies.</td>
<td>4.6c <em>Standard</em>: Students will score at least 70% on team case study exercise.</td>
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| The School’s research mission is to conduct and disseminate meaningful applied research to assist leaders of hospitality and tourism organizations to successfully manage in a dynamic environment. | **5. Research Outcomes – BSHM:** BSHM graduates of the School of Hospitality and Tourism will recognize the importance of research. The students shall develop a lifelong desire to acquire up to date knowledge and skills in the hospitality industry. Specifically, students shall be able to:  
5.1 Demonstrate the ability to review and summarize research findings utilizing the Internet. Students shall display the ability to find hospitality-related information and be capable of discerning its quality and relevance. | **Research Paper – HFT 4221-Human Resources Management in the Hospitality Industry**  
*Assessment Criteria:* BSHM students are required to take a core curriculum where they are evaluated on their ability to find hospitality related information and discern its quality and relevance through the development of a research paper in HFT 4221.  
5.1 **Standard:** BSHM students will demonstrate scores of at least 70% on research paper evaluation criteria.  
5.1 **Procedure:** A research paper on a human resource function of their choice is required of each BSHM student. The guidelines and evaluation criteria are designed to measure their ability to conduct quality research. Research findings are presented in class and discussed to ascertain quality and relevance. | | |
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| The School’s service mission is to actively serve the university, local community and the worldwide hospitality and tourism industry through participation in the meaningful activities which benefit their constituents. | 6.0 Service Outcomes-Bshm  
BSHM graduates of the School of Hospitality and Tourism Management will recognize the specific meaning “service” has in our industry. The students will recognize the importance of active community service. Upon graduation our students will have a strong record of participating in community service activities. | Participation in SHTM Special Events  
Assessment Criteria: BSHM students will be encouraged to participate in one or more special events sponsored by the School of Hospitality and Tourism Management.  
Standard: 60% of BSHM students will participate in at least one of the special events that are sponsored by the SHTM.  
Procedure: BSHM students will be encouraged throughout the semester to participate in upcoming special events. | | |

