

## **HTM Mission, Goals, & Learning Objectives**

Mission: The Hospitality and Tourism Department of the School of Business seeks to develop the global hospitality and tourism leaders of tomorrow by providing a high quality, cost-effective education with high impact practices, experiential learning, and community partnerships to give students real life experience and knowledge they can use as they transfer into a career in the industry.

Goal 1. Communicate effectively and professionally

- Outcome 1.1 Students will recognize and use industry terms correctly
- Outcome 1.2 Students will demonstrate the ability to speak effectively
- Outcome 1.3 Students will produce professionally written communication
- Outcome 1.4 Students will demonstrate ability to use technology appropriately to support communication

Goal 2. Demonstrate leadership skills

- Outcome 2.1 Students will develop leadership skills through group activities in class and experiential learning activities with leadership opportunities
- Outcome 2.2 Students will build confidence in their ability to make decisions
- Outcome 2.3 Students will collaborate with community stakeholders, including students, alumni, industry, and community partners
- Outcome 2.4 Students will establish critical thinking and reasoning skills through working interdependently in team settings

Goal 3. Demonstrate problem-solving skills

- Outcome 3.1 Students will identify challenges and issues that arise in the hospitality and tourism industry.
- Outcome 3.2 Students will construct workable solutions to problems that arise.
- Outcome 3.3 Students will demonstrate ability to provide excellent customer service while managing issues with clients

Assessment Plan 2018-2019:

The learning goals and outcomes listed on the previous section of this document will be assessed on a cycle from Spring 2018-Fall 2018. Spring 2019 will either be used to evaluate the assessment results before a new cycle begins or the data collection schedule listed below will be repeated again for one more year. Assessment will be embedded in the courses listed below on the schedule provided.

	Spring 2018	Summer 2018	Fall 2018
Communicate effectively and professionally		T401	T100
			T444
Demonstrate leadership skills	T271	T401	
			T444
Demonstrate problem-solving skills	T181	T401	
	T271		