

HTM Mission, Goals, & Learning Outcomes

Mission: The Hospitality and Tourism Management Unit 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.

Goals and Outcomes:

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

Academic Year 2020-2021	
Student Learning Outcomes	1.1, 1.2, 2.1, 2.2, 3.1, 3.2
Measure Description	Exams, quizzes, projects, presentations for all students in every HTM class both during the class and after the class
Benchmark/Target	Score 70% will be considered acceptable; score 85% will be considered mastery

Academic Year 2021-2022	
Student Learning Outcomes	1.3, 1.4, 2.3, 2.4, 3.3
Measure Description	Exams, quizzes, projects, presentations for all students in every HTM class both during the class and after the class
Benchmark/Target	Score 70% will be considered acceptable; score 85% will be considered mastery

Academic Year 2022-2023	
Student Learning Outcomes	1.2, 1.3, 2.2, 2.3, 3.2
Measure Description	Exams, quizzes, projects, presentations for all students in every HTM class both during the class and after the class
Benchmark/Target	Score 70% will be considered acceptable; score 85% will be considered mastery

Academic Year 2023-2024	
Student Learning Outcomes	1.1, 1.4, 2.1, 2.4, 3.3
Measure Description	Exams, quizzes, projects, presentations for all students in every HTM class both during the class and after the class
Benchmark/Target	Score 70% will be considered acceptable; score 85% will be considered mastery

Academic Year 2024-2025	
Student Learning Outcomes	1.4, 2.3, 2.4, 3.1, 3.2
Measure Description	Exams, quizzes, projects, presentations for all students in every HTM class both during the class and after the class
Benchmark/Target	Score 70% will be considered acceptable; score 85% will be considered mastery

Curriculum Map

	Goal 1	Goal 2	Goal 3
HTM-T 100 Introduction to Tourism Studies	1.1, 1.2	2.1, 2.2	
HTM-T 171 Introduction to Convention/Meeting Management	1.1, 1.2, 1.4		3.1
HTM-T 181 Lodging Industry Operations	1.4	2.1, 2.4	3.1
HTM-T 191 Sanitation and Health in Food Service, Lodging and Tourism	1.1,	2.2	3.2
HTM-T 218 Wines of the World	1.1, 1.2		3.1
HTM-T 219 Management of Sports Events	1.1, 1.2	2.2, 2.4	3.1, 3.2
HTM-T 271 Mechanics of Meeting Planning	1.1	2.2, 2.3	3.1, 3.2
HTM-T 306 Destination Planning	1.1, 1.3, 1.4		3.1
HTM-T 310 Event Catering Management		2.2	3.1
HTM-T 325 Food and Beverage Management	1.1	2.3	3.1
HTM-T 328 Introduction to Microbrewing	1.1, 1.2		3.1
HTM-T 334 Cultural Heritage Tourism	1.1, 1.3	2.3, 2.4	

HTM-T 351 Tourism Experiences	1.1, 1.2, 1.4	2.4	3.1, 3.2
HTM-T 355 Interpretation and Tour Guiding for Destinations	1.1, 1.2, 1.3, 1.4	2.2, 2.3, 2.4	3.1, 3.2, 3.3
HTM-T 362 Economics of Tourism	1.1, 1.3		3.1, 3.2
HTM-T 371 Special Event Management	1.1, 1.2, 1.3, 1.4	2.2, 2.3, 2.4	3.1, 3.2, 3.3
HTM-T 375 International Tourism	1.1	2.4	3.1, 3.2
HTM-T 385 Beer and Spirits Management	1.1, 1.2		3.1
HTM-T 401 Tourism Internship	1.1, 1.2	2.1, 2.2, 2.3	3.1, 3.2, 3.3
HTM-T 419 Tourism Sports Marketing	1.1, 1.2, 1.4	2.1, 2.2, 2.4	3.1, 3.2
HTM-T 425 Event Production	1.1, 1.2, 1.4	2.1, 2.2, 2.3, 2.4	3.1, 3.2, 3.3
HTM-T 444 Tourism Careers and Leadership	1.2, 1.3, 1.4	2.1	3.2
HTM-T 460 Hospitality, Leadership, and Event Management: Disney Style	1.1, 1.2, 1.3, 1.4	2.1, 2.2, 2.4	3.1, 3.2, 3.3
HTM-T 461 Food & Beverage, Cross- culture, an International Tourism: Disney Style	1.1, 1.2	2.1, 2.2, 2.3	3.1
HTM-T 475 Special Topics in Tourism	1.1	2.1, 2.4	3.2