



STUDENT LEARNING OUTCOMES

ROSEN COLLEGE OF HOSPITALITY MANAGEMENT HOSPITALITY MANAGEMENT - B.S.

Discipline Specific Knowledge, Skills, Behavior and Values

1. Graduates of the hospitality management program will possess knowledge of core management functions (e.g. human resource management, accounting, marketing) by identifying, evaluating, and applying relevant tactics and strategies.
 - Targeted area: discipline-specific knowledge
 - Bloom's taxonomy levels: Understand (identify), apply, analyze, and evaluate
 - Number of measures: 3
 - Relevant courses: HFT 2220, HFT 2401, HFT 2500
2. Graduates of the Hospitality Management bachelor's degree will understand managerial concepts, apply managerial tools, and evaluate various contextual factors in making managerial decisions.
 - Targeted area: discipline-specific knowledge
 - Bloom's taxonomy levels: Apply, Analyze, Evaluate
 - Number of measures: 3
 - Relevant courses: HFT 3224, HFT 3540

Critical Thinking

1. Graduates of the hospitality management degree program will demonstrate proficiency in the use (application) and analysis of quantitative data.
 - Targeted area: critical thinking
 - Bloom's taxonomy levels: Apply, Analyze
 - Number of measures: 2
 - Targeted courses: HFT 3465, HFT 4468
2. Graduates of the hospitality management degree will demonstrate critical thinking skills by using (applying) managerial analysis tools, analyzing cases, and evaluating contemporary problems in the field.
 - Targeted area: Critical thinking
 - Bloom's taxonomy levels: Apply, Analyze, Evaluate
 - Number of measures: 2
 - Relevant courses: HFT 4295, HFT 3444

Communication

1. Graduates of the hospitality management bachelor's degree will apply critical concepts of business communications to develop (create) both oral presentations and written

reports which effectively inform and persuade key stakeholders.

- Targeted area: communications
- Bloom's taxonomy levels: Apply, Create
- Number of measures: 3
- Relevant courses: HFT 4286, HFT 3940

Assessment of Hospitality Management - B.S. Outcomes

These outcomes will be assessed using a variety of assessment methods, including:

- Tests
- Projects
- Discuss evaluations
- Presentation rubrics
- Portfolios
- Internship evaluations