**Undergraduate Degree Program**

**Hospitality Management - BS**

**Mission Statement**
To educate students to successfully assume leadership positions; to actively serve the community; to conduct and disseminate meaningful applied research.

**Student Learning Outcomes**

**FIU Hospitality Management - BS graduates should be able to achieve the following:**

<table>
<thead>
<tr>
<th>Content/Discipline Knowledge Skills</th>
<th>Direct Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professionalism - Students demonstrate professional attitudes and competencies required to be a successful entry level manager in the hospitality industry.</td>
<td><strong>Procedure:</strong> A standard rubric is used to assess the student’s learning outcomes on a five point scale [Beginning (1 point), Developing (2 points), Satisfactory (3 points), Above Average (4 points), and Accomplished (5 points)]. This rubric is used to assess the student’s professionalism as demonstrated in the submitted end of term paper in at least one of the following capstone courses: 1. HFT 4295 - Leadership - The assessed artifact is a report that involves the analysis of the leadership style of a prominent leader. 2. HFT 4945 - Advanced Internship – the assessed Internship Report includes: (1) An analysis of students' internship company’s strengths and weaknesses, (2) A project approved by the company and the student's professor that is sufficiently professional to be implemented by the internship company.</td>
</tr>
</tbody>
</table>

**Sampling:**
Artifacts from the capstone courses taught in the fall term. The following sampling criteria is applied to all capstone course artifacts (note sampling criteria is based on course enrollment count):

a. The entire population is selected if the sample size is less than 10
b. 10, if the population is more than 10 but less than 100
   c. 10% chosen at random from the entire population if the population is more than 100 artifacts

**Minimum Criteria for Success:**

An overall (average) assessment at the "Satisfactory" level or higher is expected based on the sample group as a whole. Additionally, at least 70% of the sampled students should have a level of “Satisfactory” or higher.

**Procedure:**

A standard rubric is used to assess the student's learning outcomes on a five point scale [Beginning (1 point), Developing (2 points), Satisfactory (3 points), Above Average (4 points), and Accomplished (5 points)]. This rubric is used to assess the student's applied research skills as demonstrated in the submitted end of term paper in at least one of the following capstone courses:

1. HFT 4295 - Leadership - The assessed artifact is a report that involves the analysis of the leadership style of a prominent leader.
2. HFT 4945 - Advanced Internship - Critical thinking is demonstrated in the Advanced Internship Report which includes:
   (1) An analysis of students' internship company's strengths and weaknesses,
   (2) A project approved by the company and the student's professor that is sufficiently professional to be implemented by the internship company.
   (3) Demonstrated critical thinking in students' weekly log summaries.

**Sampling:**

Applied Research – Students demonstrate the ability to research a company, concept or process, and either relate their findings to the hospitality industry or use their research to execute a project that is useful to a hospitality industry company.
Artifacts from the capstone courses taught in the fall term are sampled. The artifacts are either extracted from our Blackboard learning platform or provided by the instructor. The following sampling criteria was applied to all capstone course artifacts (note sampling criteria is based on course enrollment count):

a. The entire population is selected if the sample size is less than 10
b. 10, if the population is more than 10 but less than 100
c. 10% chosen at random from the entire population if the population is more than 100 artifacts

**Minimum Criteria for Success:**
An overall assessment at the "Satisfactory" level or higher is expected based on the sample group as a whole.

**Procedure:**
A standard rubric is used to assess the student's learning outcomes on a five point scale [Beginning (1 point), Developing (2 points), Satisfactory (3 points), Above Average (4 points), and Accomplished (5 points)]. This rubric is used to assess the student's academic research skills as demonstrated in the submitted end of term paper in at least one of the following capstone courses:

1. HFT 4295 - Leadership- The assessed artifact is a report that involves the analysis of the leadership style of a prominent leader.
2. HFT 4945 - Advanced Internship - Critical thinking is demonstrated in the Advanced Internship Report which includes:
   (1) An analysis of students' internship company's strengths and weaknesses,
   (2) A project approved by the company and the student?s professor that is sufficiently professional to be implemented by the internship company.
   (3) Demonstrated critical thinking in students' weekly log summaries.

**Sampling:**

| Academic Research - Students demonstrate the ability to review and summarize research findings utilizing appropriate research methodology to find quality and relevant hospitality related information, and present these findings using correct APA style, and in compliance with the academic research standards specified in the School's Program Guide. | **Procedures:**

A standard rubric is used to assess the student's learning outcomes on a five point scale [Beginning (1 point), Developing (2 points), Satisfactory (3 points), Above Average (4 points), and Accomplished (5 points)]. This rubric is used to assess the student's academic research skills as demonstrated in the submitted end of term paper in at least one of the following capstone courses:

1. HFT 4295 - Leadership- The assessed artifact is a report that involves the analysis of the leadership style of a prominent leader.
2. HFT 4945 - Advanced Internship - Critical thinking is demonstrated in the Advanced Internship Report which includes:
   (1) An analysis of students' internship company's strengths and weaknesses,
   (2) A project approved by the company and the student?s professor that is sufficiently professional to be implemented by the internship company.
   (3) Demonstrated critical thinking in students' weekly log summaries. |
Artifacts from the capstone courses taught in the fall term are sampled. The artifacts are either extracted from our Blackboard learning platform or provided by the instructor. The following sampling criteria was applied to all capstone course artifacts (note sampling criteria is based on course enrollment count):

a. The entire population is selected if the sample size is less than 10
b. 10, if the population is more than 10 but less than 100
c. 10% chosen at random from the entire population if the population is more than 100 artifacts

**Minimum Criteria for Success:**
An overall assessment at the "Satisfactory" level or higher is expected based on the sample group as a whole.

### Technology Integration:

**Procedure:**
Artifacts from both HFT 4295 - Leadership, and HFT 4945 - Advanced Internship - are used to assess students’ ability to use information technology.

HFT 4295, the Leadership course: Students’ ability to use information technology effectively is assessed based on their use of PowerPoint slides to complement and enhance the oral presentation they are required to make in this course.

A standard rubric is used to assess these artifacts with regard to students' demonstrated ability to use information technology.

**Sampling:**
Students in HFT 4295.

**Minimum Criteria for Success:**
An overall assessment at the "Satisfactory" level or higher is expected based on the sample group as a whole.

<table>
<thead>
<tr>
<th>Critical Thinking Skills</th>
<th>Direct Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students apply qualitative reasoning to analyze problems</td>
<td>Procedure:</td>
</tr>
</tbody>
</table>
Method #1
A standard rubric is used to assess the student's learning outcomes on a five point scale [Beginning (1 point), Developing (2 points), Satisfactory (3 points), Above Average (4 points), and Accomplished (5 points)]. This rubric is used to assess the student's critical thinking skills as demonstrated in the submitted end of term paper in at least one of the following capstone courses:
1. HFT 4295 - Leadership - The assessed artifact is a report that involves the analysis of the leadership style of a prominent leader.
2. HFT 4945 - Advanced Internship - Critical thinking is demonstrated in the Advanced Internship Report which includes:
   (1) An analysis of students' internship company's strengths and weaknesses,
   (2) A project approved by the company and the student's professor that is sufficiently professional to be implemented by the internship company.
   (3) Demonstrated critical thinking in students' weekly log summaries.

Sampling:
Artifacts from the capstone courses taught in the fall term are sampled. The artifacts are either extracted from our Blackboard learning platform or provided by the instructor. The following sampling criteria was applied to all capstone course artifacts (note sampling criteria is based on course enrollment count):
   a. The entire population is selected if the sample size is less than 10
   b. 10, if the population is more than 10 but less than 100
   c. 10% chosen at random from the entire population if the population is more than 100 artifacts

Minimum Criteria for Success:
An overall assessment at the "Satisfactory" level or higher is expected based on the sample group as a whole.

Procedure:
Method #2
Student artifacts submitted in the two BSHM capstone courses - HFT 4295 and HFT 4945 - are used to assess demonstrated critical thinking skill based on a standard rubric.

HFT 4945 - Advanced Internship -
Critical thinking is demonstrated in the Advanced Internship Report which includes:
(1) An analysis of students' internship company's strengths and weaknesses,
(2) A project approved by the company and the students' professor that is sufficiently professional to be implemented by the internship company.
(3) Demonstrated critical thinking in students' weekly log summaries.
A standard rubric was used to assess both sets of documents (HFT 4295 and HFT 4945) with regard to students' demonstrated critical thinking skills.

Sampling:
Students in HFT 4945

Minimum Criteria for Success:
An overall assessment at the "Satisfactory" level or higher is expected based on the sample group as a whole.

Communication Skills
Students demonstrate the ability to effectively communicate and summarize ideas with a well projected voice and in compliance with the appearance, delivery and content presentation standards specified in the School's Program Guide.

Direct Measures

Procedure:
An oral presentation is required in the capstone course, HFT 4295 - Leadership in the Hospitality Industry. The assigned topic is to discuss and analyze the leadership style of a well known leader.
A standard rubric is used to assess students' demonstrated oral presentation skills.

Sampling:
All students in HFT 4295

**Minimum Criteria for Success:**
An overall assessment at the "Satisfactory" level or higher is expected based on the sample group as a whole.

**Procedure:**
A standard rubric is used to assess the student's learning outcomes on a five point scale [Beginning (1 point), Developing (2 points), Satisfactory (3 points), Above Average (4 points), and Accomplished (5 points)]. This rubric is used to assess the student's written communication skills as demonstrated in the submitted end of term paper in at least one of the following capstone courses:
1. HFT 4295 - Leadership- The assessed artifact is a report that involves the analysis of the leadership style of a prominent leader.
2. HFT 4945 - Advanced Internship - Critical thinking is demonstrated in the Advanced Internship Report which includes:
   (1) An analysis of students' internship company's strengths and weaknesses,
   (2) A project approved by the company and the students' professor that is sufficiently professional to be implemented by the internship company.
   (3) Demonstrated critical thinking in students' weekly log summaries.

**Sampling:**
Students demonstrate the ability to present a written exposition of their ideas in a clear, organized manner, using correct spelling, syntax and grammar.
Artifacts from the capstone courses taught in the fall term are sampled. The artifacts are either extracted from our Blackboard learning platform or provided by the instructor. The following sampling criteria was applied to all capstone course artifacts (note sampling criteria is based on course enrollment count):

- a. The entire population is selected if the sample size is less than 10
- b. 10, if the population is more than 10 but less than 100
- c. 10% chosen at random from the entire population if the population is more than 100 artifacts

**Minimum Criteria for Success:**
An overall assessment at the "Satisfactory" level or higher is expected based on the sample group as a whole.