## Undergraduate Degree Program

Program - HTM Hospitality Management SLO (BS)

### Mission Statement

We are the leading international hospitality and tourism management program; leveraging a personalized, diverse, student-centric culture to prepare industry leaders.

### Hospitality Outcomes

**FIU graduates should be able to achieve the following:**

<table>
<thead>
<tr>
<th>Content Knowledge and Skills (including Technology)</th>
<th>Direct Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Applied Research</strong></td>
<td><strong>Procedure:</strong></td>
</tr>
</tbody>
</table>
| Graduates will be able to research a company, process, or concept, and relate their findings to the hospitality industry or use their research to execute a project that is useful to a hospitality industry company. | **Assessment Instrument:** Rubric  
**Assessment Method:** 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 ability to demonstrate an understanding of applied concepts, insightfully relate concepts and ideas from multiple sources, use relevant information to enhance solution, and execute a comprehensive solution for the hospitality industry company in the submitted end of term paper in the following capstone course: HFT 4294 (formerly HFT 4295 and HFT 4296): Leadership  
**Course Assessed:** HFT 4294  
**Sampling:** 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. At least 10, if the population is more than 10 but less than 100  
c. At least 10% chosen at random from the entire population if the population is more than 100 artifacts  
**Minimum Criteria for Success:** 1) An overall (average) assessment at the "Satisfactory" level (3) or higher is expected based on the sample group as a whole.  
2) Sampled students should have a level of “Satisfactory”(3) or higher. |

<table>
<thead>
<tr>
<th>Critical Thinking</th>
<th>Direct Measures</th>
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</thead>
<tbody>
<tr>
<td><strong>Critical Thinking</strong></td>
<td><strong>Procedure:</strong></td>
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</tbody>
</table>
| Graduates will be able to apply qualitative reasoning to analyze problems generally encountered in the field of hospitality management. | **Assessment Instrument:** Rubric  
**Assessment Method:** A holistic 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 use of specific inductive or deductive reasoning to make inferences regarding premises; addresses implications and consequences; identifies facts and relevant information correctly as it applies to research skills demonstrated in the submitted end of term paper in HFT 4294 (formerly HFT 4295 and HFT 4296): Leadership. |
### Communication (Oral or Written)

<table>
<thead>
<tr>
<th>Oral Communication Skills</th>
<th>Direct Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assessment Instrument:</strong> Rubric</td>
<td><strong>Assessment Method:</strong> An oral presentation is required in the capstone course, HFT 4294 (formerly HFT 4295/4296) - Leadership in the Hospitality Industry. The assigned topic is to discuss and analyze the leadership style of a well known leader. A holistic rubric is used to assess students' demonstrated oral presentation skills. The rubric contains a five point scale [Beginning (1 point), Developing (2 points), Satisfactory (3 points), Above Average (4 points), and Accomplished (5 points)] which is used to assess the student's ability to demonstrates knowledge of the ethnic group's key cultural aspect(s) while articulating the message clearly, adhering to timeframe allotted, and maintain eye contact.</td>
</tr>
</tbody>
</table>

**Minimum Criteria for Success:**
1. An overall (average) assessment at the "Satisfactory" level or higher is expected based on the sample group as a whole.
2. Sampled students should have a level of “Satisfactory” or higher.

### Written Communication Skills

<table>
<thead>
<tr>
<th>Written Communication Skills</th>
<th>Procedure:</th>
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<tbody>
<tr>
<td><strong>Assessment Instrument:</strong> Rubric</td>
<td><strong>Assessment Method:</strong> A holistic 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 ability to identify the main idea or problem with numerous supporting details and examples which are organized logically and coherently, with no grammatical errors, in the submitted end of term paper in HFT 4294 (formerly HFT 4295/4296) - Leadership.</td>
</tr>
</tbody>
</table>

**Minimum Criteria for Success:**
1. An overall (average) assessment at the "Satisfactory" level or higher is expected based on the sample group as a whole.
2. Sampled students should have a level of “Satisfactory” or higher.
**Sampling:** 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. At least 10, if the population is more than 10 but less than 100
c. At least 10% chosen at random from the entire population if the population is more than 100 artifacts

**Minimum Criteria for Success:**

1) An overall (average) assessment at the "Satisfactory" level or higher is expected based on the sample group as a whole.
2) Sampled students should have a level of “Satisfactory” or higher.

**Assessment Instrument:** Rubric

**Assessment Method:** 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. The assignment is to analyze and report the leadership style of any leader based on qualities covered in the course. Written communication requires the clear presentation and explanation of one or more concepts. To achieve clarity and simplify the report should be organized by starting with a table of contents, then the topic should be explained in an executive summary or introduction, which should include a list and discussion of the points that will be addressed. The body of the report should contain the analysis, and finally there should be a conclusion.

2. HFT 4945 - Advanced Internship – The Advanced Internship Report includes the following artifacts in which written communication skill can be assessed:
   - An analysis of students’ internship company’s strengths and weaknesses
   - A project approved by the company and the student’s professor that is sufficiently professional to be implemented
   - Weekly logs and summaries
   - A cover letter to accompany students’ resumes

**Course Assessed:** HFT 4295, HFT 4945

**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: 1) An overall (average) assessment at the "Satisfactory" level or higher is expected based on the sample group as a whole. Additionally 2) At least 70% of the sampled students should have a level of “Satisfactory“ or higher.