Student Learning Outcomes, Hotel & Restaurant Management Program

Content Area	Programmatic Learning Objectives	Knowledge of...	Outcomes	Outcome Measures	
				Direct Measures	Indirect Measures
Food and Beverage	*SLO #1:* The knowledge to manage the professional preparation, presentation, and service of quality food.	• Basic nutrition • Culinary techniques • Ecological issues related to foodservices • Food production systems • Food safety, sanitation, HACCP, and food security • Food technology including biotechnology and food irradiation • History and culture of food • Managed services and franchise opportunities • Menu Design and analysis • Quality food standards • Role of food in promotion of a healthy lifestyle Sensory evaluation of food • Wines, beers, and spirits as a complement to food	• Demonstrate application of food safety principles in the food production environment. • Design and analyze menus for foodservice operations • Produce a quality product in quantity • Prepare and present food in a professional manner • Operate basic foodservice equipment	**HMD 342** 80% of students will score at least 80% or better on final meal project. *Rational: The core competencies are encapsulated within the evaluation for this final meal. This project represents a capstone experience in the program, and includes evaluation of menu planning, costing and budgeting, recipe standardization, marketing and sales, forecasting, service planning, production, time management, and food safety. The capstone meal project will be evaluated using a 150 point grading rubric (See Appendix 1).*	*Senior Survey* On average seniors will rate their knowledge to manage the professional preparation, presentation and service of quality food as a 4.0 or better on a 7.0 scale.
Lodging and Tourism	*SLO #2:* The knowledge to manage and evaluate functional systems in lodging operations.	• History of lodging and tourism • Environmental and ecological issues related to lodging and tourism • Management of guest services • Food and beverage operations as they relate to lodging • Sales and marketing of lodging operations • The housekeeping role in lodging operations • Safety and property security • Facility engineering and maintenance • Comptroller functions in lodging operations • Front Office Management • Reservation Systems • Franchise Opportunities	• Identify the internal and external components of managing lodging operations. • Develop perspectives about managing a lodging property through practical analysis and critical thought processes. • Explain the theory of yield management as it relates to lodging operations. • Operate and manage functional areas of lodging properties effectively and efficiently.	**HMD 664** 80% of students will score 80% or better on yield management questions on Exam 2. *Rational: The core competencies are encapsulated within this exam in HMD 664 (See Appendix 2).* **HMD 664** 80% of students will score 80% or better on the Hotel Operations Tactics and Strategy (HOTS) simulation exercises. *Rational: The core competencies are encapsulated within the evaluation for this simulation exercise. This would include staffing levels, pricing, budgeting, and critical analysis. A rubric will be used to measure performance on the simulation exercise (to be developed).*	*Senior Survey* On average seniors will rate their knowledge of internal and external components of lodging operations as a 4.0 or better on a 7.0 scale.

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Management	*SLO #3:* Integrate human, financial, and physical resources management into foodservice and lodging operations.	**Human Resources** • Laws and regulations that impact human resources • Labor relations • The employment process including recruitment and selection of employees • Developing and maintaining a workforce including training and development, performance appraisal and compensation management **Financial Management** • General accounting procedures • Analysis of financial statements • Tools to compare and analyze the effectiveness of food and lodging operations • Cost controls related to hospitality operations • Budgeting • Room revenue management • Management of sales and effective marketing strategies **Physical Resource Management** • Laws and regulations that impact food and lodging operations	• Identify and recognize legal issues that may impact human resource decisions • Distinguish among the various types of costs in the hospitality industry. • Calculate, analyze, and interpret cost data. • Monitor and control food, beverage, and labor costs. • Use cost approaches to pricing. • Perform cost-volume-profit analysis • Make managerial decisions based on analysis of cost and financial data. • Identify and recognize legal issues that may impact the management of physical resources.	*HMD 621* 80% of students will score 80% or better on exam questions that cover laws related to human and physical resource management on the cumulative final exam. *Rational: The core competencies are encapsulated within this exam in HMD 621. These include laws pertaining to selection, training, performance appraisal, compensation, and dismissal of employees (See Appendix 3).* *HMD 422* 80% of students will score 80% or better on average on the three (3) exams in HMD 422: Cost Controls for Hospitality Operations. *Rational: The core competencies are encapsulated within the exams for HMD 422. These include general accounting procedures, comprehension of financial statements, cost control methods, budgeting, and room revenue management (See Appendix 3).*	*Senior Survey* On average seniors will rate their knowledge of human, financial, and physical resources management as 4.0 or better on a 7.0 scale.

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Critical Thinking	*SLO #4:* Demonstrate the ability to develop, examine, question, and explore perspectives or alternatives to problems in hospitality operations.	• Current and potential issues, trends and problems that could impact food and lodging operations. • Think reflectively and adopt multiple points of view regarding management of food and lodging operations. (Adopted from FSHS) • Develop abilities to retrieve, evaluate, and manage credible food and lodging information appropriately. (Adopted from HN) • Methods to identify food and lodging operational systems issues/problems.	• Examine, question, and explore multiple perspectives or alternatives to a professional situation. • Develop abilities to retrieve, evaluate, and manage credible food and lodging information appropriately.	**HMD 475** 80% of students will score 80% or better on their final Internship project ***Rational:*** *The core competencies are encapsulated within the internship, which represents a capstone experience in the program. Core competencies addressed in this project include: identification of potential problems or situations within the organization, gather and analyze information, develop possible solutions, and make recommendations to management. Critical thinking skills in the internship project will be evaluated using a 200-point grading rubric on the written internship report (See Appendix 4).*	***Senior Survey*** On average seniors will rate their ability to think critically as 4.0 or better on a 7.0 scale.
Communication	*SLO #5:* Demonstrate the ability to use professional written and oral communication skills and technology to successfully communicate.	• Modes of communication appropriate for a variety of specific audiences • How to use written communication to convey clearly ideas and thoughts • Verbal communication in one-on-one, group, formal presentation settings. • Use of visual communication and technology to enhance and supplement communication.	• Determine appropriateness of communication forms for audiences and contexts • Use oral, written, and visual communication in presenting an oral presentation to a group • Use current information technologies • Use written communication to convey clearly ideas and thoughts	**HMD 475** 80% of students will score 80% or better on their final Internship written and oral reports. ***Rational:*** *The internship represents a capstone experience in the program, and students are specifically required to complete a written and oral report; therefore the ability to communicate effectively in an oral and written manner is needed for the student to earn a score of 80% or better. Communication skills in the internship project will be evaluated by using a 200-point grading rubric for the written portion and 100-point grading rubric for the oral presentation (See Appendix 5).*	***Senior Survey*** On average seniors will rate their ability to communicate effectively as 4.0 or better on a 7.0 scale.

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Diversity	***SLO #6:*** Demonstrate awareness, understanding and skills necessary to live and work in a diverse world.	• Cultures and world-views different from their own • The changing demographics of the populations in the United States • How socio-historical and cultural background influence their development and interpersonal relationships • The impact decisions and policies have on global societies • Global citizenship	• Discuss and negotiate controversial issues. • Accept responsibility to be empathetic towards others and consider the impact of decisions on others. • Practice sensitivity, adaptability, and flexibility in intercultural settings. • Identify key issues in hospitality that relate to global citizenship.	***HMD 475*** 80% of students will score 80% or better on the diversity questions within the "management questions" assignment. *Rational: The core competencies are encapsulated within the internship, which represents a capstone experience in the program. Core competencies addressed in this project include: discussing and negotiating controversial issues, practicing skills in intercultural settings, and identifying key global and diversity issues in hospitality. Diversity awareness, understanding and skills in the internship project will be evaluated on using three selected questions from the "management questions" assignment and will be evaluated out of a possible 15 points on the grading rubric (See Appendix 6).*	***Senior Survey*** On average seniors will rate their diversity awareness, understanding and skills as 4.0 or better on a 7.0 scale.
Professional Development	***SLO #7:*** Practice professional ethics, provide leadership, demonstrate personal and global responsibility, and work effectively as a team member.	• Professional ethics • Personal and social responsibility • Leadership • How to effectively work as a team member • The impact of environmental trends on career planning	• Make ethical decisions • Work effectively as a team member • Assess the environment to make appropriate career decisions	***HMD 475*** On average, 80% of students will receive a 3.0 or better on a 5.0 scale on the "Employer's Performance Review." *Rational: Employers during the students' internship experience are asked to provide a written review of the student. This includes rating the students' organization, communication, relationship with others (employees/managers/peers), and overall performance (See Appendix 7).*	***Senior Survey*** On average seniors will rate their professional development as 4.0 or better on a 7.0 scale.