Degree Program Assessment Plan

Degree Program - HS - Restaurant, Hotel, & Institutional Management (BSR HIM)

CIP Code: 52.0904.00
Disciplinary Accrediting Body: Accreditation Commission for Programs in Hospitality Administration
Next Program Review: 19-20
Degree Program Coordinator: Sheila Scott
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Degree Program Coordinator Phone: (806) 834-5194
Degree Program Coordinator Mail Stop: 1240
Program Purpose Statement: The mission of the RHIM program is to prepare professionally competent individuals who will make a contribution to the industry and to the society as a whole.

Student Learning Outcome: Communication Competence
Communicate effectively and appropriately (orally and in writing).
Outcome Status: Active
Outcome Type: Student Learning
Start Date: 07/01/2006

Assessment Methods

Student Projects - RHIM 4360 Experimental Methods with Food (Active)
Criterion: Students complete a final project and present the findings to the class. Students will earn a 2.5 on a 4.0 scale with 75% of the class meeting or exceeding the 70% course pass threshold.
Schedule: Assessed as taught.

Course Level Assessment - RHIM 3320 Facilities Management (Active)
Criterion: Students complete a group project in which they must do an oral presentation and written report. Students will earn a 2.5 on a 4.0 scale with 75% of the class meeting or exceeding the 70% course pass threshold.
Schedule: Courses are assessed as offered.
Related Documents: ProjectGuidelinesRHIM3320.doc

Student Learning Outcome: Financial Document Utilization
Prepare, maintain, analyze and utilize financial documents and data related to hospitality management organizations.
Outcome Status: Active
Outcome Type: Student Learning
Start Date: 07/01/2006

Assessment Methods
### Course Level Assessment - RHIM 4322 Hospitality Industry Financial Analysis (Active)

**Criterion:** Several exams regarding finance and accounting are given each semester. Students will earn a minimum of 2.0 on a 4.0 scale with 75% meeting or exceeding the 70% course pass threshold for the assessment.

### Exam - RHIM 3321 (Active)

**Criterion:** Multiple exams are given throughout the semester to assess students' learning of financial practices. Students will earn a 2.0 on a 4.0 scale with 75% of the class meeting or exceeding the 70% course pass threshold on the assessment. This is replacing the RHIM 3322 assessment due to course changes and RHIM 3322 no longer a course taken by RHIM students.

**Schedule:** Assessed as offered.

### Student Learning Outcome: Management Practices

**Outcome Status:** Active

**Outcome Type:** Student Learning

**Start Date:** 07/01/2006

**Assessment Methods**

**Capstone Assignment/Project - RHIM 4341 Hospitality Management and Leadership Individual Case Study on Leadership (Active)**

**Criterion:** Students complete a case study where they are in the role of a leader in the hospitality industry. They identify problems in the organization and effectively use the chapters to justify the actions taken. Students will earn a 2.0 on a 4.0 scale and 75% of the class will earn at least a 70% on the assignment, which is the pass threshold for the course.

**Schedule:** assessed as offered.

**Related Documents:**
- RHIM 4341 - Final Paper Assignment.pdf
- RHIM 4341 - Final Paper Rubric.xlsx
- 4341 Final Paper In Class Discussion Notes.pdf

**Capstone Assignment/Project - In RHIM 4312 - Advanced Food and Beverage Management, students will complete a feasibility analysis for creating a new restaurant. (Active)**

**Criterion:** The student mean score is expected to be a minimum of 2.5 on a 4.0 scale with 75% meeting or exceeding the 70% threshold required for passing the course.

**Schedule:** each semester the course is offered

### Student Learning Outcome: Hospitality Ethics

**Outcome Status:** Active

**Outcome Type:** Student Learning

**Start Date:** 07/01/2006

**Assessment Methods**

**Essays - RHIM 3341/4341 Hospitality Management (course number change) (Active)**

**Criterion:** Students complete a writing assignment regarding an ethical dilemma and application of an ethical theory pertaining to the issue. Students will earn a 2.0 on a 4.0 scale with 75% meeting or exceeding the 70% course pass threshold for the
### Degree Program - HS - Restaurant, Hotel, & Institutional Management (BSRHM)

**Assessment.**

<table>
<thead>
<tr>
<th>Case Studies - RHIM 3358 - Human Resources in the Hospitality Industry (Active)</th>
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<tbody>
<tr>
<td><strong>Criterion:</strong> Students complete a case study in which they must make management decisions regarding ethical challenges in the workplace. Students will earn a 2.0 on a 4.0 scale with at least 75% of the class meeting or exceeding the 70% course pass threshold for the assessment.</td>
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<td><strong>Schedule:</strong> Courses are assessed as they are offered.</td>
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<tr>
<th>Case Studies - RHIM 4332 Customer Relations for Hospitality Enterprises (Active)</th>
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<td><strong>Criterion:</strong> Students complete case studies evaluating ethical issues that could occur in hospitality enterprises including the areas of corporate culture, corporate social responsibility and diversity. The student mean score will be 2.0 on a 4.0 scale with 75% of the class meeting or exceeding the 70% course passing threshold for the assessments.</td>
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<td><strong>Schedule:</strong> Assessed as course offered</td>
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<tr>
<td><strong>Related Documents:</strong> <a href="#">Case Study RHIM 4332 CSR.docx</a></td>
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</tbody>
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### Student Learning Outcome: Social, Multicultural and Environmental Issues

Comprehend the social, multicultural, and environmental dimensions of issues facing professionals in hospitality management.

**Outcome Status:** Active  
**Outcome Type:** Student Learning  
**Start Date:** 07/01/2006

### Assessment Methods

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<tr>
<th>Student Projects - RHIM 3350 Geotourism (Active)</th>
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<tr>
<td><strong>Criterion:</strong> Students complete a project on a specific tourism location. They are required to discuss the cultural environment as well as different aspects of tourism including agri-tourism, cultural tourism, heritage tourism, nature tourism, as well as others. Students will earn 2.0 on a 4.0 scale with 75% meeting or exceeding the 70% course pass threshold for the assessment.</td>
</tr>
<tr>
<td><strong>Schedule:</strong> Courses are assessed when they are offered</td>
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<th>Case Studies - RHIM 3140 Hospitality Leadership Forum (Active)</th>
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<td><strong>Criterion:</strong> Students complete and present a case regarding multicultural relationships within a hospitality organization. The student mean score will be 2.0 on a 4.0 scale with 75% of the students meeting or exceeding the 70% course passing threshold on this assessment.</td>
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<tr>
<td><strong>Related Documents:</strong> <a href="#">Case Study Analysis and Report 3140.docx</a></td>
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