

Assessment: Assessment Plan

Degree Program - HS - Hospitality and Retail Management (MS)

CIP Code: 52.0904.00

Disciplinary Accrediting Body: None

Degree Program Coordinator: Catherine Jai

Degree Program Coordinator Email: catherine.jai@ttu.edu, deborah.fowler@ttu.edu

Degree Program Coordinator Phone: 806 834-8645

Degree Program Coordinator Mail Stop: 1240

Program Purpose Statement: The HRM master's program is designed to prepare students for entry into management positions in the hospitality industry or to successfully apply to further graduate study.

Modality: Face-to-Face

Student Learning Outcome: Integrate and Appraise

1. Integrate and appraise the relationships among the various segments of the hospitality and retailing industry.

Outcome Status: Active

Outcome Type: Student Learning

Start Date: 07/01/2006

Assessment Methods

Capstone Assignment/Project - RHIM/RETL/HRM 6353 Market Research (Active)

Criterion: Students will earn an average of 3.0 on a 4.0 scale for their research project per the rubric. 80% of the class met or exceed the pass threshold.

Schedule: yearly

Related Documents:

[6353_Fall2019_Final Paper Rubric.docx](#)

Capstone Assignment/Project - HRM 6311 Ethical Decision Making (Active)

Criterion: The mean score was 3.0 on a 4.0 scale with 80% of the class meeting or exceeding the 80% course pass threshold.

Schedule: yearly beginning 2021-2022 academic year

Student Learning Outcome: Financial Document Utilization

2. Prepare, maintain, analyze, and utilize financial documents and data related to hospitality and retailing management operations.

Outcome Status: Active

Outcome Type: Student Learning

Start Date: 07/01/2006

Assessment Methods

Case Studies - RHIM 6332 - Hospitality Industry Advanced Accounting and Financial Concepts (Active)

Criterion: Students complete multiple case studies that require them to analyze organizations, review financial statements, create new financial statements and suggest solutions to problems addressed in the cases. Students will earn a minimum of 3.0 on a 4.0 scale for their case content scores per the rubric. 80% of the class will meet or exceed the pass threshold.

Degree Program - HS - Hospitality and Retail Management (MS)

Schedule: Spring semester of each year

Related Documents:

[Case Study Analysis and Report RHIM 6332.pdf](#)
[RHIM6332-Case Template.xlsx](#)

Exam - RHIM 6332 - Hospitality Industry Advanced Accounting and Financial Concepts (Active)

Criterion: Students will complete an exam that requires them to calculate financial ratios, rates of return and other financial calculations and communicate their analysis of the results. Students will earn a 3.0 on a 4.0 scale for their calculations and analysis. 80% will meet or exceed the 80% course pass threshold.

Schedule: Spring semester each year

Capstone Assignment/Project - RETL 6346 Students analyze corporate data and planograms, prepare a presentation for recommendations for the future and present to corporate executives. (Active)

Criterion: Students analyze corporate data and planograms, prepare a presentation for recommendations for the future and present to corporate executives. Students successfully complete the presentation scoring a 3.0 on a 4.0 scale, with 80% of the students exceeding the 80% course pass threshold.

Schedule: Yearly

Student Learning Outcome: Communication Practices

3. Prepare and communicate discipline-specific information in written and oral forms.

Outcome Status: Active

Outcome Type: Student Learning

Start Date: 07/01/2006

Assessment Methods

Student Projects - RHIM 6341- Strategic Management in the Hospitality Industry (was 5341) (Active)

Criterion: Students complete oral presentations and written reports on issues facing managers in hospitality and retail management. Students will earn 3.0 on a 4.0 scale on the written and oral portions of the assigned projects. 80% of the students will meet or exceed the course pass threshold.

Schedule: Courses are assessed as offered.

Related Documents:

[RHIM 5341 Final Project Requirements.docx](#)

Capstone Assignment/Project - RHIM/RETL/HRM 6353 (Active)

Criterion: Students successfully prepare a market research project and paper. Students successfully complete the presentation scoring a 3.0 on a 4.0 scale, with 80% of the students exceeding the 80% course pass threshold.

Schedule: yearly

Related Documents:

[Stick with a Bad New Job Case Study.pdf](#)
[Company Project Guidelines.pdf](#)