Assessment: Assessment Plan

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

CIP Code: 52.0904.00
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Modality: Fully Online (86-99% Online), Face-to-Face, Electronic-to-Group, Off Campus Face-to-Face

Student Learning Outcome: Communication

1. Communicate effectively and appropriately (oral or written).
Outcome Status: Active
Outcome Type: Student Learning
Start Date: 08/19/2020
Additional Assessment Component: Communication Literacy

Assessment Methods

<table>
<thead>
<tr>
<th>Case Studies - RHIM/RTL/HRM 3335 Consumer Behavior (Active)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Criterion:</strong> Students will earn a 2.5 on a 4.0 scale with 75% of the class meeting or exceeding the 70% course pass threshold.</td>
</tr>
<tr>
<td><strong>Schedule:</strong> Yearly</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Professional Development Activities - RHIM 4200, RTL 3395/ HRM 3395 Practicum (4200) &amp; Professional Practices (3395) (Active)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Criterion:</strong> Students will prepare resumes, receive feedback, and revise resumes appropriate for their respective industries. Students will earn a 2.5 on a 4.0 scale with 75% of the class meeting or exceeding the 70% course pass threshold.</td>
</tr>
<tr>
<td><strong>Schedule:</strong> Yearly</td>
</tr>
</tbody>
</table>

Student Learning Outcome: Financial Documents and Data

2. Prepare, maintain, analyze and utilize financial documents and data.
Outcome Status: Active
Outcome Type: Student Learning
Start Date: 09/01/2019
Additional Assessment Component: Marketable Skills

Assessment Methods

<table>
<thead>
<tr>
<th>RHIM/RTL/HRM 3321 Introduction to Accounting (Active)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Criterion:</strong> Students complete homework assignments on preparing, analyzing and utilizing financial documents and data. Students earn a 2.5 on a 4.0 scale with 75% of the class meeting or exceeding the 70% course pass threshold.</td>
</tr>
<tr>
<td><strong>Schedule:</strong> Fall and Spring</td>
</tr>
</tbody>
</table>
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**RHIM/RTL/HRM 4332 Finance (Active)**

**Criterion:** 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:** yearly

**Exam - RHIM/RTL/HRM 3321 Introduction to Accounting (Active)**

**Criterion:** 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:** Yearly

**Student Learning Outcome: Industry Skills**

3. Students will develop industry-required skills used in today's business environment

**Outcome Status:** Active  
**Outcome Type:** Student Learning  
**Start Date:** 09/01/2006  
**Additional Assessment Component:** Marketable Skills

**Assessment Methods**

**Capstone Assignment/Project - RHIM/RTL/HRM 4316 Students prepare a marketing strategy report.** (Active)

**Criterion:** Students complete a marketing strategy report and take an exam. 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:** Yearly

**Exam - RHIM/RTL/HRM 4316. Students complete an exam on marketing strategies.** (Active)

**Criterion:** 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:** Yearly

**HRM 3385 Introduction to Sales (Active)**

**Criterion:** 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:** Begins Fall 2020

**Student Learning Outcome: Critical Thinking and Problem Solving**

4. Students will be able to apply critical thinking and problem solving skills to the real world environment.

**Outcome Status:** Active  
**Outcome Type:** Student Learning  
**Start Date:** 09/01/2015  
**Additional Assessment Component:** Communication Literacy, Marketable Skills

**Assessment Methods**

**RHIM/RTL/HRM 4332 Leadership (Active)**

**Criterion:** 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:** yearly

**RHIM/RTL/HRM 4313 Legal Issues (Active)**
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| Criterion: | 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:  | Yearly                                                   |