Date: November 2023	Program Name: U-HOS-BS-15 : Global Hospitality and Tourism: Julian & Kim MacQueen Guest Experience Management Program	CIP Code: 52.0901		Department: Commerce	
		Year 1	Year 2	Year 3	Year 4	Year 5
Domain	Program-Level Student Learning Outcome (From ALC or ALP)	2023-2024	2024-2025	2025-2026	2026-2027	2027-2028
Content	Identify and apply concepts and principles in the major hospitality operational areas.		Data Collection: Gather data	Reflection on the use of Findings: Implement actions for improvement	Data Collection: Follow up assessment	
Content	Exhibit expertise in a major functional area of hospitality management.	Data Collection: Gather data	Reflection on the use of Findings: Implement actions for improvement	Data Collection: Follow up assessment		
Content	Use hospitality terminology accurately.			Data Collection: Gather data	Reflection on the use of Findings: Implement actions for improvement	Data Collection: Follow up assessment
Content	Identify opportunities for professional life in the hospitality industry.	Data Collection: Gather data	Reflection on the use of Findings: Implement actions for improvement	Data Collection: Follow up assessment		
Critical Thinking	Identify and analyze key elements that comprise business problems/opportunities		Data Collection: Gather data	Reflection on the use of Findings: Implement actions for	Data Collection: Follow up assessment	
Critical Thinking	Select and apply appropriate discipline frameworks to address business problems/opportunities		Data Collection: Gather data	Reflection on the use of Findings: Implement actions for	Data Collection: Follow up assessment	
Critical Thinking	Select and apply appropriate problem solving techniques to address business problem			Data Collection: Gather data	Reflection on the use of Findings: Implement actions for	Data Collection: Follow up assessment
Critical Thinking	Integrate knowledge across business disciplines to formulate defensible strategic business decisions			Data Collection: Gather data	Reflection on the use of Findings: Implement actions for	Data Collection: Follow up assessment
Communication	Develop effective written presentations			Data Collection: Gather data	Reflection on the use of Findings: Implement actions for	Data Collection: Follow up assessment
Communication	Contribute effectively to group discussions		Data Collection: Gather data	Reflection on the use of Findings: Implement actions for	Data Collection: Follow up assessment	
Communication	Create and deliver professional oral presentations.	Data Collection: Gather data	Reflection on the use of Findings: Implement actions for	Data Collection: Follow up assessment		
Integrity / Values	Recognize legal and ethical problems that occur in business contexts	Data Collection: Gather data	Reflection on the use of Findings: Implement actions for	Data Collection: Follow up assessment		
Integrity / Values	Select and defend an appropriate ethical and legal course of action	Data Collection: Gather data	Reflection on the use of Findings: Implement actions for	Data Collection: Follow up assessment		

Assessment Activity (Examples)

Gather baseline data

(Revise rubric; gather data)

Implement actions for improvement

Follow-up assessment (impact data)

Revised August 2022

Methods of Assessment

Direct Measures:

Exam questions

Student paper (rubric)

Presentation (rubric)

Indirect Measures:

Focus group

Exit interview

Alumni survey

External Direct Measures:

Supervisor/Employer feedback

External Professional Exam