**Arkansas State University**

**Office of Assessment**

**Assessment Planning Template**

**Program Name: Hospitality and Event Tourism Management**

**Assessment Leader Name:**

**Date Completed: October 1, 2021**

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| **Expected Program-Level Learning Outcomes** | **Which courses support this outcome?** | **Assessment Measures**  *Make sure to have two types (best practice include a direct and indirect measure) of assessment measures per each outcome* | **Assessment Timetable**  What academic year will you collect data for this learning outcome? | **Who is responsible for assessing and reporting on the results?** |
| HETM students will employ creativity, research, and critical thinking to solve problems looking analytically and ethically at the triple bottom line | HETM 2013 The Hospitality Industry  HETM 3013 Lodging Operations Mgmt.  HETM 3123 Meeting and Event Mgmt.  HETM 3143 Hospitality Sales and Mktg.  HETM 3403 Sustainable Tourism  HETM 4103 Leadership and Analysis  HETM 419V Hospitality Internship  MGMT 4393 Mgmt. of Service Operations  NS 3133 Foodservice Management  NS 3143 Food Science and Lab | Direct measure: HETM 3123 service-learning project has a sponsor evaluation that measures creativity/analytical problem-solving regarding event implementation  Direct measure: HETM 3403 term projects require such an approach to solving a tourism development issue  Direct measure: HETM 419V intern supervisors will complete an evaluation survey that will measure the interns on use of such tools OTJ  Direct measure: HETM 4103 term projects require such in assessing their hospitality and event tourism issue  Indirect measure: MGMT 4393 service blueprint project requires such skills  Indirect: HETM graduation exit survey will self-assess adoption of such tools | Fall, Spring Semesters, and graduation exit surveys | David Pearlman, Arkansas State University, Neil Griffin College of Business, P.O. Box 59, State University, AR 72467 |
| HETM students will demonstrate effective culturally sensitive communication skills using facts to support claims, and consideration of multiple stakeholders | BUSN 200V Business Internship  HETM 2013 The Hospitality Industry  HETM 3013 Lodging Operations Mgmt.  HETM 3123 Meeting and Event Mgmt.  HETM 3143 Hospitality Sales and Mktg.  HETM 3403 Sustainable Tourism  HETM 4103 Leadership and Analysis  HETM 419V Hospitality Internship  MGMT 4393 Mgmt. of Service Operations  NS 3133 Foodservice Management  NS 3143 Food Science and Lab | Direct measure: HETM 3123 service-learning project has a sponsor evaluation that measures communication skills and cultural sensitivity issue rated according to NGCOB communications and oral communications rubrics  Direct measure: HETM 3403 term projects require such an approach to solving/presenting the tourism development issue rated according to NGCOB communications and oral communications rubrics  Direct measure: HETM 419V intern supervisors will complete an evaluation survey that will measure the interns on communication skills  Direct measure: HETM 4103 term projects require such an approach in assessing hospitality and event tourism issue rated according to NGCOB communications and oral communications rubrics  Indirect measure: HETM graduation exit survey will self-assess culturally sensitive communication skills | Fall, Spring Semesters, and graduation exit surveys | David Pearlman, Arkansas State University, Neil Griffin College of Business, P.O. Box 59, State University, AR 72467 |
| HETM students will demonstrate social and civic responsibility through participation in a service-learning project, as members of a team, assisting a community-based organization | HETM 3123 Meeting and Event Mgmt. | Direct measure: HETM 3123 service-learning project has a sponsor evaluation that measures student engagement levels as a surrogate for demonstrated social and civic responsibility  Indirect measure: HETM 3123 service-learning project has an exit survey that measures participants on social and civic responsibility  Indirect: HETM graduation exit survey will self-assess feelings regarding social and civic responsibility  Indirect: HETM graduation exit survey will see if new activities involving social/civic responsibility have been added to lifestyle | Spring Semesters and graduation exit surveys | David Pearlman, Arkansas State University, Neil Griffin College of Business, P.O. Box 59, State University, AR 72467 |
| HETM students will demonstrate hospitality and event tourism management knowledge using technology appropriately to communicate, calculate, and present concepts and data ethically | BUSN 200V Business Internship  HETM 2013 The Hospitality Industry  HETM 3013 Lodging Operations Mgmt.  HETM 3123 Meeting and Event Mgmt.  HETM 3143 Hospitality Sales and Mktg.  HETM 3403 Sustainable Tourism  HETM 4103 Leadership and Analysis  HETM 419V Hospitality Internship  MGMT 4393 Mgmt. of Service Operations  NS 3133 Foodservice Management  NS 3143 Food Science and Lab | Direct measure: HETM 3403 term projects require such an approach to solving/presenting the tourism development issue rated according to NGCOB communications and oral communications rubric  Direct measure: HETM 419V Internship Site Analysis paper requires industry knowledge and insight to solve problems and respond to a trend  Direct measure: HETM 4103 term projects require such an approach to solving/presenting the hospitality and event tourism issue rated according to NGCOB communications and oral communications rubric  Indirect measure: intern supervisors will be surveyed and asked to rank students’ industry knowledge as well as their communication skills  Indirect measure: BUSN 200V students’ ability to complete 750-hours field experience enables self-assessment of industry knowledge and areas of need  Indirect: HETM graduation exit survey will self-assess overall hospitality and event tourism management knowledge | Fall, Spring Semesters, and graduation exit surveys | David Pearlman, Arkansas State University, Neil Griffin College of Business, P.O. Box 59, State University, AR 72467 |