



NORTHERN ILLINOIS UNIVERSITY

College of Health and Human Sciences

Major: Hospitality and Tourism Management

Degree: B.S.

Date Revised: March 2017

Student Learning Outcomes and proposed Methods for collecting data (from assessment plan)

Student Learning Outcomes		Methods of Assessment
1	Demonstrate the ability to develop and examine alternatives to problems in hospitality and tourism business.	<ul style="list-style-type: none">• Exit Interview of graduates (1)
2	Demonstrate effective customer service skills.	<ul style="list-style-type: none">• Senior Surveys (1-5)
3	Demonstrate effective communication skills.	<ul style="list-style-type: none">• Internship employer evaluation (1-3)
4	Apply leadership principles to manage in a diverse hospitality business environment.	<ul style="list-style-type: none">• Internship student self-evaluation (2-4)
5	Demonstrate the ability to evaluate ethical issues facing the hospitality and tourism industry.	<ul style="list-style-type: none">• Capstone projects (1)• Course-embedded assignments (1-2, 4-5)