Course Learning Report (CLR)

Course: HOST 101 – Introduction to Hospitality and Tourism

Date: SPRING 2014 - 5 sections of HOST 101

Author: One on line and Two Face to Face, One Face to Face, One Face to Face

Overview of Course Learning Report Concepts

Competency: Statements of what students are expected to know and be able to do by the time they complete the learning experience.

Assessment Method: The systematic collection, review, and use of information about educational experiences undertaken for the purpose of improving student learning and development. Consider the following:

- WHAT—What is the assessment tool? (Example: course assignment, test questions, paper, presentation, project, portfolio, etc.)
- HOW— How will the assessment results be evaluated? (Example: rubric, answer key, observation checklist, rating scale, etc.)
- WHO—Who will conduct the assessment? (Example: 4 out of 5 faculty)
- WHEN—When will the assessment be conducted (semester, year, week)? (Example: spring 2013 week 16, etc.)

Expected Level of Achievement: Benchmark or specific level of performance expected of students serving as a point of reference by which performance is measured.

Results of Assessment: Summary of assessment results after analyzing assessment noted in the assessment method column.

Next Steps: Recommendations for improvements (if there are any). Next steps can include revisions to assessment methods, competency, syllabi, curriculum, teaching methods, student support, and other.

Continuing the Cycle of Improvement: If this is not the first cycle of assessment for this course / competency, what were the "**Next Steps**" from the previous assessment cycle? Include "**Next Steps**" status.

Previous "Next Steps"

FALL 2013 - CLR: To facilitate and assess students' understanding of the Course Competencies (SLOs) throughout the entire semester by modifying the required Class Activities assignment.

"Next Steps" Status

SPRING 2014 - CLR: Modified Class Activities assignment for SPRING 2014 by requiring students to identify connections they found between the "Course SLOs", the "Textbook Content", and the "Real-World".

This CLR is not complete. We are submitting this as version 1 with the completed CLR to be resubmitted in the early Fall. More assignments will be used as methods of assessment and clarification of the assessment results will be discussed.

PROGRAM OUTCOME	Competency	Assessment Method	Expected Level of Achievement	Results of Assessment	Next Steps
1–7	Differentiate the products and services offered by various sectors of the hospitality and tourism industry, and describe how the sectors are interrelated.	What: 9 SLO Reports How: Rubric Who: CC When: Weeks 3–13 What: Exam Questions How: Answer Key Who: CC When: Final Exam Week What: Final Exam How: Answer Key Who: HA When: Final Exam Week What: Final Exam How: Answer Key Who: HA When: Final Exam Week	Expected: 70% of students enrolled earn 70% or better.	Results: 78% of students enrolled earned 70% or better. Results: 92% of students enrolled earned 70% or better. Results: 78% of students enrolled earned 70% or better. Aggregate Results: 83%	Action: To modify exam questions, grading rubrics and course competencies with colleagues. Date: FALL 2014

1, 4, 9	Competency	What: 9 SLO	Expected:	Results: 76%	Action: To modify
', ', '	# <mark>2</mark>	Reports	70% of	of students	exam questions,
		How: Rubric	students	enrolled earned	grading rubrics and
	Distinguish the	Who: CC	enrolled earn	70% or better.	course competencies
	organizational	When:	70% or better.	7070 OF BORROT.	with colleagues.
	and	Weeks 3–13	7 0 70 OI BORIOI.	Results: 92%	Date: FALL 2014
	operational	WCCRO O TO		of students	Date: 17 KEE 2011
	characteristics	What: Exam		enrolled earned	
	of	Questions		70% or better.	
	transportation,	How: Answer		7070 OF BORIOT.	
	lodging,	Key		Results: 78%	
	foodservice,	Who: CC		of students	
	and recreation	When: Final		enrolled earned	
	businesses	Exam Week		70% or better.	
	and	LXAIII VVCCK		7070 OF DOLLOI.	
	organizations.	What: Final		Aggregate	
	organizations.	Exam		Results: 82%	
		How: Answer		1034113. 02 /0	
		Key			
		Who: HA			
		When: Final			
		Exam Week			
		LAAIII WEEK			
		What: Final			
		Exam			
		How: Answer			
		Key			
		Who: KD			
		When: Final			
		Exam Week			
		LAAIII VVEEK			

4, 5	Competency	What: 9 SLO	Expected:	Results: 79%	Action: To modify
	# <mark>3</mark>	Reports	70% of	of students	exam questions,
		How: Rubric	students	enrolled earned	grading rubrics and
	Identify and	Who: CC	enrolled earn	70% or better.	course competencies
	compare the	When:	70% or better.	Results: 92%	with colleagues. Date : FALL 2014
	career opportunities	Weeks 3–13		of students	Date. FALL 2014
	in the various	What: Exam		enrolled earned	
	sectors of the	Questions		70% or better.	
	hospitality and	How: Answer		To 70 or bottor.	
	tourism	Key		Results: 78%	
	industry.	Who: CC		of students	
		When: Final		enrolled earned	
		Exam Week		70% or better.	
		What: Final		Aggregate	
		Exam		Results: 83%	
		How: Answer			
		Key Who: HA			
		When: Final			
		Exam Week			
		What: Final Exam			
		How: Answer			
		Key			
		Who: KD			
		When: Final			
		Exam Week			
7, 8	Competency	What: 9 SLO	Expected:	Results: 70%	Action: To modify
	# <mark>4</mark>	Reports	70% of	of students	exam questions,
	A 1 (b .	How: Rubric	students	enrolled earned	grading rubrics and
	Analyze the	Who: CC When:	enrolled earn 70% or better.	70% or better.	course competencies
	impact of tourism on the	Weeks 3–13	70% of better.	Results: 92%	with colleagues. Date : FALL 2014
	society of a	VVCCR3 3-13		of students	Date. 1 ALL 2014
	destination,	What: Exam		enrolled earned	
	and explain	Questions		70% or better.	
	the benefits of	How: Answer			
	developing	Key		Results: 78%	
	sustainable	Who: CC		of students	
	tourism	When: Final		enrolled earned	
	practices.	Exam Week		70% or better.	
		What: Final		Aggregate	
		Exam		Results: 80%	
		How: Answer Key			
		Who: HA			
		When: Final			
		Exam Week			
		NAME - 4 - 15 1			
		wnat: Final		I .	
		What: Final Exam			

2, 3, 6–9 Competence #5 Identify the hospitality a tourism market's needs and motivations.	Reports How: Rubric Who: CC When: Weeks 3–13 What: Exam Questions How: Answer Key	Expected: 70% of students enrolled earn 70% or better.	Results: 78% of students enrolled earned 70% or better. Results: 92% of students enrolled earned	Action: To modify exam questions, grading rubrics and course competencies with colleagues. Date: FALL 2014
# <mark>5</mark> Identify the hospitality a tourism market's needs and	When: Final Exam Week What: 9 SLO Reports How: Rubric Who: CC When: Weeks 3–13 What: Exam Questions How: Answer Key	70% of students enrolled earn	of students enrolled earned 70% or better. Results: 92% of students	exam questions, grading rubrics and course competencies with colleagues.
#5 Identify the hospitality a tourism market's needs and	Exam Week What: 9 SLO Reports How: Rubric Who: CC When: Weeks 3–13 What: Exam Questions How: Answer Key	70% of students enrolled earn	of students enrolled earned 70% or better. Results: 92% of students	exam questions, grading rubrics and course competencies with colleagues.
#5 Identify the hospitality a tourism market's needs and	what: 9 SLO Reports How: Rubric Who: CC When: Weeks 3–13 What: Exam Questions How: Answer Key	70% of students enrolled earn	of students enrolled earned 70% or better. Results: 92% of students	exam questions, grading rubrics and course competencies with colleagues.
#5 Identify the hospitality a tourism market's needs and	Reports How: Rubric Who: CC When: Weeks 3–13 What: Exam Questions How: Answer Key	70% of students enrolled earn	of students enrolled earned 70% or better. Results: 92% of students	exam questions, grading rubrics and course competencies with colleagues.
Identify the hospitality a tourism market's needs and	How: Rubric Who: CC When: Weeks 3–13 What: Exam Questions How: Answer Key	students enrolled earn	enrolled earned 70% or better. Results: 92% of students	grading rubrics and course competencies with colleagues.
hospitality a tourism market's needs and	who: CC when: Weeks 3–13 what: Exam Questions How: Answer Key	enrolled earn	70% or better. Results: 92% of students	course competencies with colleagues.
hospitality a tourism market's needs and	when: Weeks 3–13 What: Exam Questions How: Answer Key		Results: 92% of students	with colleagues.
tourism market's needs and	Weeks 3–13 What: Exam Questions How: Answer Key	70% or better.	of students	
market's needs and	What: Exam Questions How: Answer Key		of students	Date: FALL 2014
needs and	Questions How : Answer Key			
	Questions How : Answer Key		enrolled earned	
motivations.	How: Answer Key			
	Key		70% or better.	
			Results: 78%	
	Who: CC		of students	
	When: Final		enrolled earned	
	Exam Week		70% or better.	
	What: Final		Aggregate	
	Exam		Results: 83%	
	How: Answer			
	Key			
	Who: HA			
	When: Final			
	Exam Week			
	What: Final			
	Exam			
	How: Answer			
	Key			
	Who: KD			
	When: Final			
	Exam Week			
2,3, 5–7 Competence	y What: 9 SLO	Expected:	Results: 76%	Action: To modify
# <mark>6</mark>	Reports	70% of	of students	exam questions,
	How: Rubric	students	enrolled earned	grading rubrics and
Describe the		enrolled earn	70% or better.	course competencies
tourism	When:	70% or better.		with colleagues.
systems and services	d Weeks 3–13		Results: 92% of students	Date: FALL 2014
designed to	What: Exam		enrolled earned	
serve the	Questions		70% or better.	
leisure trave				
market.	Key		Results: 78%	
	Who: CC		of students	
	When: Final		enrolled earned	
	Exam Week		70% or better.	
	What: Final		Aggregate	
	Exam		Results: 82%	
	How: Answer			
	Key			
	Who: HA			
	When: Final			
	Exam Week			

		I	l .	I	
2, 5	Competency #7 Describe the tourism systems and services designed to serve the business travel market, including meetings, conventions and expositions.	What: Final Exam How: Answer Key Who: KD When: Final Exam Week What: 9 SLO Reports How: Rubric Who: CC When: Weeks 3–13 What: Exam Questions How: Answer Key Who: CC When: Final Exam Week What: Final Exam How: Answer Key	Expected: 70% of students enrolled earn 70% or better.	Results: 78% of students enrolled earned 70% or better. Results: 92% of students enrolled earned 70% or better. Results: 78% of students enrolled earned 70% or better. Aggregate Results: 83%	Action: To modify exam questions, grading rubrics and course competencies with colleagues. Date: FALL 2014
2, 3	Competency #8	Exam How: Answer Key Who: HA When: Final Exam Week What: Final Exam How: Answer Key Who: KD When: Final Exam Week What: 9 SLO Reports How: Rubric	Expected: 70% of students	Results: 83% Results: 75% of students enrolled earned	Action: To modify exam questions, grading rubrics and
	Explain the sales and marketing activities utilized in the hospitality and tourism industry.	Who: CC When: Weeks 3–13 What: Exam Questions How: Answer Key Who: CC When: Final Exam Week What: Final Exam How: Answer	enrolled earn 70% or better.	70% or better. Results: 92% of students enrolled earned 70% or better. Results: 78% of students enrolled earned 70% or better. Aggregate Results: 82%	course competencies with colleagues. Date: FALL 2014

Key Who: HA When: Final Exam Week		
What: Final Exam How: Answer		
Key Who: KD When: Final Exam Week		