

**Rosen College of Hospitality Management  
Hospitality Management Undergraduate Student Writing Outcomes**

<b>Bloom's Taxonomy</b>	<b>Students should be able to</b>			
	<b>Discipline Specific Knowledge (ALC's) (SWO)</b>	<b>Critical Thinking (ALC's) (SWO)</b>	<b>Communication (ALC's) (SWO)</b>	<b>Genres</b>
<b>Knowledge:</b> <ul style="list-style-type: none"> <li>• Recall of information</li> <li>• Discovery</li> <li>• Observation</li> <li>• Listing</li> <li>• Locating</li> <li>• Naming</li> </ul>	Knowledge of industry related practices in guest services. <i>List related practices in guest services and use the appropriate grammar to communicate scientific knowledge through writing.</i>			<i>Personal writing: Personal Essay            Workplace writing: Technical Manual            Workplace writing: Proposal/Business memo</i>
	Demonstrate in-depth knowledge of the history and current management trends in various sectors of the hospitality industry <i>Demonstrate in-depth knowledge of the history and current management trends in various sectors of the hospitality industry and use appropriate grammar to communicate these trends through writing.</i>			<i>Academic writing: Review Article            Academic writing: Scholarly Article            Academic writing: Exam/Academic writing essay</i>
	Demonstrate professional attitude <i>Demonstrate professional attitude by writing personal letters, reflection, a cover letter and resume.</i>			<i>Academic writing: Application letters and resumes            Personal writing: Letter            Personal writing: Reflection            Workplace writing: Cover Letter            Workplace writing: Resume</i>

	Demonstrate punctuality Demonstrate an understanding of the importance of punctuality by submitting a written project on punctuality in the workplace			Personal writing: Essay Workplace writing: Technical Manual
		Identify industry issues Identify issues in the industry and list appropriate strategies to mitigate them through scientific vocabulary appropriate for different purposes and audiences		Workplace writing: Management Report Civic writing: White paper, Magazine article Academic writing: Scholarly article, Review article Personal writing: Reflection Popular culture: Newspaper article
<b>Comprehension:</b> • Understanding • Translating • Summarizing • Demonstrating • Discussing	Problem solving  Discuss the different problems currently experienced in the hospitality industry and communicate them through writing			Personal Writing: Essay Personal writing: Letter to unhappy/dissatisfied customer. Civic writing: Letter to the editor Professional writing: Management report
<b>Application:</b> • Using and applying knowledge • Using problem solving methods • Manipulating • Designing • Experimenting	Controlling emotions and understand others emotions  Use and apply knowledge of people's emotions to properly manage situations in the hospitality industry better through proper written communication.			Personal writing: Facebook, tweet, blog, text messages Personal writing: E-mails Workplace writing: Memo Workplace writing: Legal brief Workplace writing: Management report

			Proficiency in oral communication, clarity and content	
			Use the knowledge gathered from the hospitality course and design an oral presentation	Workplace writing: Management report/presentation Workplace writing: Proposal Workplace writing: Presentation
<b>Analysis:</b> <ul style="list-style-type: none"> <li>Identifying and analyzing patterns</li> <li>Organization of ideas</li> <li>Recognizing trends</li> </ul>	Analyzing financial statements Identify and analyze the patterns of the financial statements of two hotels and write a report on it.			Academic writing: Experimental writing Workplace writing: Management report/presentation
	Taking responsibility and initiatives  Recognize the current trends in the hospitality industry and share them in a written report to top management.			Academic writing: Essay Workplace writing: Management report/presentation
<b>Synthesis:</b> <ul style="list-style-type: none"> <li>Using old concepts to create new ideas</li> <li>Design and Invention</li> <li>Composing</li> <li>Imagining</li> <li>Inferring</li> <li>Modifying</li> <li>Predicting</li> <li>Combining</li> </ul>	Working well with teams and respecting diversity  Compose/design a technical manual in a group for the hospitality industry that addresses teamwork and diversity in the workplace.			Academic writing: Essay Workplace writing: Technical Manual

<p><b>Evaluation:</b></p> <ul style="list-style-type: none"> <li>• Assessing theories</li> <li>• Comparison of ideas</li> <li>• Evaluating outcomes</li> <li>• Solving</li> <li>• Judging</li> <li>• Recommending</li> <li>• Rating</li> </ul>			<p>Identify problem, present issues/evidence, offer conclusions and recommendations</p> <p>Write a management report that addresses the current problems/issues in the hospitality industry. Identify how it will influence the operations at your hotel and offer conclusions and recommendations to top management</p>	<p>Academic writing: Essay/project/report Workplace writing: Management report/presentation</p>
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- List related practices in guest services and use the appropriate grammar to communicate scientific knowledge through writing.
- Demonstrate in-depth knowledge of the history and current management trends in various sectors of the hospitality industry and use appropriate grammar to communicate these trends through writing.
- Demonstrate professionalism by being able to use professional conventions.
- Demonstrate an understanding of the importance of punctuality by submitting a written project on punctuality in the workplace.
- Identify and organize the different problems currently experienced in the hospitality industry and communicate them through writing.
- Use and apply knowledge of people's emotions to properly manage situations in the hospitality industry through professional written communication.
- Use the knowledge gathered from the hospitality course and design an oral presentation.
- Identify issues in the industry and list appropriate strategies to mitigate them through scientific vocabulary appropriate for different purposes and audiences.
- Identify how current problems/issues in the hospitality industry influence the operations at your hotel and offer conclusions and recommendations.
- Recognize the current trends in the hospitality industry and share them in a written report to top management.
- Working well with teams and respecting diversity
  - Have the ability to write working documents
  - Function in a diverse team
- Analyze and evaluate the outcome of forecasting method while incorporating environmental forces, target markets and segmentation.
- Manage and interact via social media effectively with customers.