

1

Students' learning outcomes achieved through writing:



Have communication skills by demonstrating proficiency in written communications used by hospitality managers.

Have critical thinking skills by demonstrating ability to analyze and solve industry related problems.

Be able to satisfactorily apply their critical thinking skills to industry issues identified by industry managers.

2

Type of assignments

Gregory

Low stakes or informal:
Discussion posts

Rivera

High stakes or formal:
Case study

3

Task as intriguing problem



Rhetoric



Purpose



Audience



Problem solving



OBJECTIVES

Clear objectives and instructions to students



RUBRIC

Three component Rubric (knowledge, application, mechanics)



PEER REVIEW

Use F2F session
Video, Small Group
Discussion, Review Sheet

High Stakes: Case Study



New hire for major restaurant chain looking to grow



Business Report about opportunities like RDS



District Manager, Marketing VP, General Managers



Should restaurants expand into RDS?

Low Stakes: Discussion Posts



Business dilemma for Resort Lodging



Make recommendations



Industry Executives



Repurpose/Redesign retail business opportunities