

### Industry Leader/Organization Profile

15% of total grade

Due 10/19

#### Task

You have recently been hired by \_\_\_\_\_ [choose an industry leader or leading organization in the field you wish to start your career with]. As part of the orientation process you are asked to write an essay explaining what you know about the leader/organization and what your career goals are.

#### Role and Audience

The essay is to be written as if the department head of your desired work location will be reading it.

#### Format

Follow APA Standards including but not limited to:

- Title page
- Proper page numbers, spacing and font
- Citations
- Reference page
- Minimum of ~300 words, ~375 words preferred
- Submit a rough draft, reviewed by a writing tutor, to the back of the final submission.

#### Expectations

- Inclusion of three (3) reliable/academic sources with reference page
- Proofread and free of typos and grammatical errors
- Effective sentence structure
- Inclusion of proper industry terminology and the understanding of the impact the chosen person or organization has had on the hospitality industry
- Thoughtful and coherent communication of career goals

#### Criteria for Assessment

See information literacy and writing rubrics

#### Student Learning Outcomes

Upon completion of this assignment, students will be able to:

- Discuss the scope of the hospitality and tourism industry through written business communication
- Gather information from observation in regard to the hospitality and tourism industries from a local, national and international perspective and his/her role within the industry
- Understand and discuss the roles and responsibilities of key executives and department heads in the hospitality and tourism industries and their impact on trends in the industry
- Describe key management functions using professional terms and communication standards