

*Hospitality Services Management*

<p><b>Learning Outcome</b></p> <p><i>What should a graduate in this major know, value, or be able to do at graduation and beyond?</i></p>	<p><b>Data Collection and Analysis</b></p> <p><i>What assessment tools and/or methods will you use to determine achievement of the learning outcome? Describe how the data from these tools and/or methods will be collected. Explain the procedure to analyze the data.</i></p>	<p><b>Results of Evaluation</b></p> <p><i>What were the findings of the Analysis Team? List any specific recommendations.</i></p>	<p><b>Use of Evaluation Results</b></p> <p><i>What changes in curriculum, courses, or procedures were made as a result of the program learning outcome assessment process?</i></p>
<p>Demonstrates knowledge of hospitality industry principles and practices.</p>	<p>1) MFT testing will be annually. Students will score in the 50<sup>th</sup> percentile on the Major Field Achievement Test (MFT). <i>The ETS Field Achievement Test in Business is the U.S. standard benchmarking measure of business core administered to business seniors.</i></p> <p>2) HSM majors complete classes that require the use of HSM principles and practices. Examine course syllabi.</p>	<p>The major field test was administered to COB students in 2003-04 and 2004-05. Based on the results, the Dean chose to require the test of all COB students for us as an assessment tool.</p> <p>There were no senior HSM majors this year.</p> <p>HSM classes offered in 2004-05 and 2005-06 have stressed hospitality industry principles and practices. Students are required to apply these concepts to assignments, exams, and projects in classes such as HSM 300 and HSM 315</p>	<p>Results of the test in 2006-07 will be analyzed and necessary adjustments will be made to the curriculum to improve the learning process.</p> <p>Professors will require students to apply HSM principles and practices when completing assignments and projects, as well as exams. Encouragement will be given to increase the number of such assignments. Faculty will choose from the following instructional methods: guest speakers, cases, written assignments, online components, video lectures, service learning activities, and internet assignments. Faculty will take advantage of faculty development opportunities and will use current text books and instructional</p>

	<p>3) Employer Survey will be conducted every 5 years after the first HSM graduates using a mail survey. Mailing list will be obtained from HSM graduates, career services and internship records from the past 5 years. Results of a series of questions designed specifically to rate knowledge of hospitality industry will be tabulated and cross-tabulated. Comparisons will be made with results of Business Graduate Survey. Once a baseline is established data will be compared to previous years' results. At least 75% of the employers will report that hospitality services management majors demonstrates knowledge of hospitality industry principles and practices.</p>	<p>This survey will be conducted upon the completion of the Business Graduate Survey. The Division held preliminary discussions regarding the survey in 2004-05. Representatives from each area of study in the Division provided input into the development of the survey in 2005-06.</p>	<p>materials.</p> <p>The feedback from this survey will be analyzed and necessary adjustments will be made to the curriculum to improve the learning process.</p>
	<p>4) Business Graduate Survey will be conducted every 2 years after the first HSM graduates using a mail survey. Mailing list of graduates from the past 5 years will be obtained from Alumni and department records. Results of a series of questions designed specifically to rate knowledge of hospitality industry will be tabulated and cross-tabulated. Comparisons will be made with results of Employer Survey. Once a baseline is established data will be compared</p>	<p>This survey is currently in progress. The Division held discussions regarding the survey from 2000-01 to 2004-05. Representatives from each area of study in the Division provided input into the development of the survey in 2005-06.</p>	<p>The feedback from this survey will be analyzed and necessary adjustments will be made to the curriculum to improve the learning process.</p>

	<p>to previous years' results. At least 90% of hospitality services management majors will report that the College of Business program enhanced their knowledge of hospitality industry principles and practices.</p>		
<p>Demonstrates the ability to work as a team member when completing hospitality management tasks.</p>	<p>1) MFT testing will be annually. Students will score in the 50<sup>th</sup> percentile on the Major Field Achievement Test (MFT). <i>The ETS Field Achievement Test in Business is the U.S. standard benchmarking measure of business core administered to business seniors.</i></p> <p>2) Majors take classes that require students to work in teams to complete tasks. Examine course syllabi.</p>	<p>The major field test was administered to COB students in 2003-04 and 2004-05. Based on the results, the Dean chose to require the test of all COB students for us as an assessment tool.</p> <p>There were no senior HSM majors this year.</p> <p>HSM classes such as HSM 300 and 315 offered in 2004-05 and 2005-06 stressed the team concept. Beginning in 2005-06, online classes allowed additional focus on these skills.</p>	<p>Results of the test in 2006-07 will be analyzed and necessary adjustments will be made to the curriculum to improve the learning process.</p> <p>The number of assignments requiring teamwork will be increased. Professors will adjust their assignments to require additional teamwork. Faculty will choose from the following instructional methods: guest speakers, cases, written assignments, online components, video lectures, service learning activities, and internet assignments. Faculty will take advantage of faculty development opportunities and will use current text books and instructional materials.</p>

	<p>3) Employer Survey will be conducted every 5 years after the first HSM graduates using a mail survey. Mailing list will be obtained from HSM graduates, career services and internship records from the past 5 years. Results of a series of questions designed specifically to rate teamwork skills will be tabulated and cross-tabulated. Comparisons will be made with results of Business Graduate Survey. Once a baseline is established data will be compared to previous years' result At least 75% of the employers will report that hospitality services management majors demonstrates the ability to work as a team member when completing hospitality management tasks.</p> <p>4) Business Graduate Survey will be conducted every 2 years after the first HSM graduates using a mail survey. Mailing list of graduates from the past 5 years will be obtained from Alumni and department records. Results of a series of questions designed specifically to rate teamwork skills will be tabulated and cross-tabulated. Comparisons will be made with results of Employer Survey. Once a baseline is established data will be compared to previous years' results. At least 90% of hospitality services</p>	<p>This survey will be conducted upon the completion of the Business Graduate Survey. The Division held preliminary discussions regarding the survey in 2004-05. Representatives from each area of study in the Division provided input into the development of the survey in 2005-06.</p> <p>This survey is currently in progress. The Division held discussions regarding the survey from 2000-01 to 2004-05. Representatives from each area of study in the Division provided input into the development of the survey in 2005-06.</p>	<p>The feedback from this survey will be analyzed and necessary adjustments will be made to the curriculum to improve the learning process.</p> <p>The feedback from this survey will be analyzed and necessary adjustments will be made to the curriculum to improve the learning process.</p>
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	<p>management majors will report that the College of Business program enhanced their ability to work as a team member when completing hospitality management tasks.</p>		
<p>Demonstrates problem solving, communication, and planning skills necessary for solving hospitality management issues.</p>	<p>1) MFT testing will be annually. Students will score in the 50<sup>th</sup> percentile on the Major Field Achievement Test (MFT). <i>The ETS Field Achievement Test in Business is the U.S. standard benchmarking measure of business core administered to business seniors.</i></p> <p>2) Majors take classes that require students to use problem solving, communication, and planning skills. Examine course syllabi.</p>	<p>The major field test was administered to COB students in 2003-04 and 2004-05. Based on the results, the Dean chose to require the test of all COB students for us as an assessment tool.</p> <p>There were no senior HSM majors this year.</p> <p>HSM classes such as HSM 300 and 315 offered in 2004-05 and 2005-06 require students to complete assignments and projects using problem solving, communication, and planning skills. Online classes in 2005-06 provided opportunity for additional focus on these skills.</p>	<p>Results of the test in 2006-07 will be analyzed and necessary adjustments will be made to the curriculum to improve the learning process.</p> <p>The number of assignments will be increased that require problem solving, communication, and planning skills. Professors will adjust their assignments to reflect the use of these skills by students. Faculty will choose from the following instructional methods: guest speakers, cases, written assignments, online components, video lectures, service learning activities, and internet assignments. Faculty will take advantage of faculty development opportunities and will use current text books and instructional materials.</p>

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	<p>will report that the College of Business program enhanced their problem solving, communication, and planning skills necessary for solving hospitality management issues.</p> <p>5) At least 80% of hospitality services management majors will earn credit on The Writing Proficiency Examination.</p>	<p>No HSM majors took the Writing Proficiency Examination during 2005-06</p>	<p>Results will be evaluated and measures taken if improvement is needed.</p>
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