

Academic Program

College of Health and Human Sciences

School of Family, Consumer, and Nutrition Sciences

Hospitality and Tourism Management

B.S.

September 2014

Updated in Nov 2016

Revised in March 2017

Academic Program

1. Student Learning Outcomes for the Hospitality and Tourism Management Program are as follows:

1. Demonstrate the ability to develop and examine alternatives to problems in hospitality and tourism business
2. Demonstrate effective customer service skills
3. Demonstrate effective communication skills
4. Apply leadership principles to manage in a diverse hospitality business environment
5. Demonstrate the ability to evaluate ethical issues facing the hospitality and tourism industry

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2. Program-by-Baccalaureate Learning Outcomes Matrix

Program Student Learning Outcome	Baccalaureate Learning Outcomes							
	A. Global inter-connections and inter-dependencies	B. Intercultural competencies	C. Analyze human life and natural world inter-connections	D. Critical, creative, and independent thought	E. Communicate clearly and effectively	F. Collaborate with others	G. Quantitative and qualitative reasoning	H. Apply knowledge/skills creatively
1. Demonstrate the ability to develop and examine alternatives to problems in hospitality and tourism operations	S	S	M	S	S	S	S	
2. Demonstrate effective customer service skills	S	S	S		S	S		
3 Demonstrate effective communication skills.	S			S	S	S	M	
4. Apply leadership principles to manage in a diverse hospitality business environment	S	S			M	M		
5. Demonstrate the ability to evaluate ethical issues facing the hospitality and tourism industry	S	S	S		M	M		M
Overall	S	S	M	S	S	S	M	M

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3. Curriculum Map

Course	1. Demonstrate the ability to develop and examine alternatives to problems in hospitality and tourism operations	2. Demonstrate effective customer service skills	3. Demonstrate effective communication skills	4. Apply leadership principles to manage in a diverse and global hospitality business environment	5. Demonstrate ability to evaluate ethical issues facing the hospitality and tourism industry
HOSP 202 Introduction to the Hospitality Industry	B	B	B		
HOSP 302- Lodging Operation		B	B		B
HOSP 304- Food and Beverage Operations	B	B	D	B	
HOSP 314- Hospitality Facility Management	D	B		B	D
HOSP 316- Hospitality Service	D	D	D		D
HOSP 319 Foundations of Tourism	D			D	D
HOSP 320- Quantity Food Production	D	D		D	D
HOSP 411- Yield Management in the Hospitality Industry	D				
HOSP 413- Meeting, Event, and Convention Management	D		D		D
HOSP 417- Tradeshow and Exhibition management	D		P	D	D

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Course	1. Demonstrate the ability to develop and examine alternatives to problems in hospitality and tourism operations	2. Demonstrate effective customer service skills	3. Demonstrate effective communication skills	4. Apply leadership principles to manage in a diverse and global hospitality business environment	5. Demonstrate ability to evaluate ethical issues facing the hospitality and tourism industry
HOSP 418- Managing Human Resources in the Hospitality Industry	P	D	D		
HOSP 425- Hospitality Management	D			D	
HOSP 426- Strategic Management in the Hospitality Industry	P		P		P
HOSP 430- Data Analysis in the Hospitality Industry	D				
HOSP 491- Leadership Seminar in Hospitality and Tourism	D	P	D	P	
HOSP 492- Distinguished Speaker Series	P		D	P	P
HOSP 495- Internship in Hospitality Management	D	P	D	D	P
FACS 498- Professional Seminar in Family and Consumer Sciences		D	P		D

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4. Assessment Methods

Assessment Method	1. Demonstrate the ability to develop and examine alternatives to problems in hospitality and tourism operations	2. Demonstrate effective customer service skills	4 Demonstrate effective communication skills	5. Apply leadership principles to manage in a diverse and global hospitality business environment	6. Demonstrate ability to evaluate ethical issues facing the hospitality and tourism industry.
Exit Interview of Graduates	S,I	S,I	S,I	S,I	S,I
Senior Survey - Students	S,I	S,I	S,I	S,I	S,I
Internship - Employer Evaluation HOSP 495	S,D	S,D	S,D	S,D	S,D
Capstone Projects HOSP 426	S,D	S,D	S,D	S,D	S,D
Course-embedded: Course projects, exam questions, term papers (HOSP 320, HOSP 418, HOSP426, HOSP 491)	F,D	F,D	F,D	F,D	F,D
Internship (student self-evaluation) HOSP 495	S,I	S,I	S,I	S,I	S,I

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Explanation of Assessment Methods

Assessment Method	Explanation				
	Description	Student-Level Target ^a	Program-Level Target ^b	When Data Will be Collected	Person Responsible
Exit Interview of Graduates	10% graduate seniors will be randomly selected to participate in an interview (question: You have ability to develop and examine alternatives to problems in hospitality and tourism business) Assessing Student Learning Outcomes (SLO1)	On average, receiving 3 and above score on a 5 point scale (1= strongly disagree, 5= strongly agree)	75% students should meet the expectation	Spring Semester	School's assessment team.
Senior surveys	Senior students assess their own achievements in relation to student learning outcome of Hospitality and Tourism Management program. (Senior survey questions include: competency in leadership skills, customer service skills, communication skills, ethical decision skills, problem solving skills, analytical skills, technical skills) SLO.1 2, 3,4,5	On average, receiving 3 and above score on all competencies (1=very low competency; 5 = very high competency)	75% students should meet the expectation	Spring semester	School's assessment team. Data analyzed and used for program modification.

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Assessment Method	Explanation				
	Description	Student-Level Target ^a	Program-Level Target ^b	When Data Will be Collected	Person Responsible
Internship (employer evaluation)	Employers rate interns' performance on (a)relationship with others, (b)dependability (c)quality of work, (d)attitudes towards work,(e)problem solving. (f) communication skills SLO1, 2 3	On average, receive two (acceptable) and above score (1 = not acceptable; 3 Very acceptable)	75% of students receive acceptable scores from employers	The semesters the course taught	Internship Coordinator in cooperation with onsite supervisors.
Capstone projects in senior level courses	Students in HOSP 426 synthesize and apply knowledge acquired from previous major courses to develop strategic plans for hospitality companies [Project: 1) identify the critical issues facing the company, 2) analyze the problems, 3) provide recommendations] SLO1	90% students will be able to identify the critical issues facing the company; 80% will be able to analyze the problems facing the company, 80% on recommendation; 70% on action plan development	80 % of all students should be able to meet learning outcomes	The semester the course taught	Faculty members who teach the course will collect the data

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Assessment Method	Explanation				
	Description	Student-Level Target ^a	Program-Level Target ^b	When Data Will be Collected	Person Responsible
Course embedded: Projects, exam questions, term papers	<p>Required courses in the program: with case studies, exams, projects, and term papers. Courses used for assessment include: HOSP 320 -Projects SLO 2</p> <p>HOSP 418-Case study and online discussion SLO1 and SLO5</p> <p>HOSP 426 – online discussion SLO1</p> <p>HOSP 491 – Projects SLO 4</p>		80% of all students should be able to meet learning outcomes	The semester the course taught	Faculty members who teach the course will collect and evaluate the assignments.
Student Self Evaluation (Internship)	<p>Students conduct a self-evaluation on nine skill competencies based on program learning outcomes: technical expertise, focus on customers, organizational learner, developing others, fostering teamwork and relationship, managing work execution, managing change, leading, communicating.</p> <p>SLO. 2, 3 and 4</p>	On average, each student receiving 3 and above score on seven of the nine skill competencies (1=not at all confident, 5=very confident)	80% students should be able to rate 3 and above score	The semester the course taught	Internship coordinator
<p><i>Note.</i> ^a Student-level target is the score or performance an individual student must demonstrate to say the student met the student learning outcome. ^b Program-level target is the percent of all students that must demonstrate they meet the student learning outcome.</p>					