PROGRAM ASSESSMENT REPORT
AY 2008-2009

Report Date:

School/College: School of Business and Management/McLaren
College of Business

Department/Program: Hospitality Industry Management Program

Person completing the Report: Tom Costello, Director

1. **Overview Statement**: Briefly summarize the assessment activities that were undertaken this academic year, indicating:

    a. which program learning outcomes were assessed this year.

    b. who in your department/program was involved in the assessment of the above learning outcomes

    KO Odsather, Associate Director, and myself with the assistance of Sonja Poole, BPS Faculty Director of Assessment completed the Assessment of Learning Outcomes Plan during the academic year 2008-2009. Utilizing the BUS 487—Catering and Fine Dining Management course, we are scheduled to assess Learning Outcome 3 in spring 2009.

    There were no curriculum changes for academic year 2008-2009.

2. **Please Answer the Following Questions for Each of the Student Outcomes Assessed:**
    a. **What did you do?**
    Describe clearly and concisely how you assessed the learning outcomes that were evaluated this year (e.g., measures, research methods, etc.). [please use bullet points to answer this question]

    We will utilize the course-embedded assessment process in the Catering and Fine Dining Management course. We will be assessing learning outcome #3: Utilize hospitality industry techniques, systems and technology programs for operational success and professional integrity. This is an applied science methodology. We will evaluate a catering dinner and examine the team student workbook for this catering dinner for assessing Learning Outcome 3. In this class the students should be proficient in this learning outcome.

    b. **What did the faculty in the department or program learn?**
    Summarize your findings and conclusions as a result of the assessment

indicating strengths and weaknesses in student learning demonstrated by this assessment.

In the process of developing the Assessment of Learning Outcomes Plan it was a fine learning process to define the three learning outcomes. There was much discussion that helped us target these outcomes across our Hospitality Industry Management courses. We are implementing them in our courses but we need to be more consistent which will be examined in next year's curriculum planning efforts.

c. **What will be done differently as a result of what was learned?**
Discuss how courses and/or curricula will be changed to improve student learning as a result of the assessment. Include a discussion of how the faculty will help students overcome their weaknesses and improve their strengths.

We haven't done anything differently for academic year 2008-2009. We will review the Assessment for Learning Outcomes Plan with all of the Hospitality Industry Management professors during the Fall semester, 2009.

3. **Attach a copy of the components of the department/program assessment plan that have been modified since its initial submission:**
A. Program Overview

The Hospitality Industry Management Program (BHIP) is for those students seeking management, entrepreneurship and leadership career opportunities in the hospitality industry. Students receive a comprehensive business education through the USF School of Business and Management Business Core and extend their understanding of the hospitality industry in a broad context with the following Hospitality Industry Management major courses:

Required:

BUS – 181 Hospitality Professional Development

BUS – 283 Introduction to the Hospitality Industry

BUS – 284 Conference & Events Planning

BUS – 381 Foodservice Management and Culinary Arts

BUS – 382 Restaurant Entrepreneurship

BUS – 384 Hotel Operations

BUS – 480 Strategic Hospitality Marketing and Sales

BUS – 482 Hospitality Law & Human Resources

BUS - 487 Catering & Fine Dining Management

800-Hour Industry-related Internship/Work Experience

Elective Courses:

BUS – 387 Beverage Management

BUS – 481 Corporate Event Project Management

B. Program Learning Goal

HMP graduates will be knowledgeable, skillful and responsible managers, entrepreneurs, and/or leaders in the hospitality industry.

C. Learning Outcomes

BHIP graduates will be able to:

1) Define problems and identify business solutions and then utilize fundamental and quantitative tools for hospitality management decision-making
2) Demonstrate leadership and team management skills necessary for success in a diverse and changing workplace.
3) Utilize hospitality industry techniques, systems and technology programs for operational success and professional integrity. This is an applied science methodology.

D. Assessment Methods

BHIP majors are required to satisfactorily complete all hospitality major courses. Linking the learning outcomes to the curriculum with the use of a curriculum map helped the department determine in what way and degree using these courses for assessment is appropriate. In addition, a Hospitality Program rubric has been created to explicitly articulate the various criteria and standards that faculty use to evaluate the work of BHIP majors.

D-1. Curriculum Mapping: Measurement of Learning Outcomes Across Courses

Hospitality Program Curriculum Map

Learning Outcomes	BA 283	BA 284	BA 381	BA 382	BA 384	BA 480	BA 482	BA 487
1. Define problems and identify business solutions and then utilize fundamental and quantitative tools for hospitality management decision-making	E	E	E	D	P	D	D	P
2. Demonstrate leadership and team management skills necessary for success in a diverse and changing workplace.	E	E	E	D	P	D	D	P
3. Utilize hospitality industry techniques, systems and technology programs for operational success and professional integrity. This is an applied science methodology.	E	E	D	P	P	P	P	P

    E = **Emerging**
    D = **Developing**

P = **Proficient**

D-2. **Measurement Instrument: Hospitality Program Rubric**

Learning Outcome	Emerging	Developing	Proficient
Define problems and identify business solutions and then utilize fundamental and quantitative tools for hospitality management decision-making	Defines some problems and understand fundamental and quantitative tools for decision-making.	Creates business solutions utilizing tools for decision-making.	Implements decision-making strategies and defining best options to achieve desired outcomes. Uses information and data from multiple sources to answer/resolve the questions/issues.
Demonstrate leadership and team management skills necessary for success in a diverse and changing workplace.	• Doesn't meet Expectations • Seems reluctant to engage fully in discussions and task assignments • Focuses exclusively on task to be accomplished without regard to team members or focuses exclusively on interpersonal relations without regard to task • Does not offer ideas or suggestions that contribute to problem solving. • Takes the group off track by initiating conversations or discussions unrelated to the task.	• Consistently demonstrates commitment to the project by being prepared for each group meeting. • Balances the need for task accomplishment with the needs of individuals in the group • Frequently offers helpful ideas or suggestions • Introduces suggestions and ideas that are relevant to the task • Looks comfortable and confident in exercising leadership duties • Listens actively and shows understanding by paraphrasing or by acknowledging and	• Follows up on ideas and suggestions from previous meetings and reports findings to the group • Volunteers to assist others and shares information openly. • Listens actively and shows understanding by paraphrasing or by acknowledging and building on others' ideas. • Uses tact and diplomacy to alert group that focus has strayed from the task at hand • Uses strong verbal and non verbal behavior to convey authority and concern • Provides summary of

		building on others' ideas.	important discussions at
	• Gives an impression of reluctance or uncertainty about exercising leadership • Asks for ideas or suggestions but neglects to consider them. • Has an incomplete or vague agenda for	• Has a clear agenda for the group	regular intervals • Circulates a prepared agenda in advance
Utilize hospitality industry techniques, systems and technology programs for operational success and professional integrity. This is an applied science methodology.	Understands hospitality industry techniques, systems and procedures.	Researches information in order to utilize hospitality industry techniques, systems, and technology programs.	Implements hospitality industry techniques, systems, and programs to achieve operational and professional success. Display proficiency in utilizing these methods.

D-3. Assessment Measures

Measurement of student learning outcomes across courses will occur via a combination of one or more of these techniques

- Evaluations of course-embedded assignments, including test questions, case analyses of business problems, student presentations, and student simulations and experiential exercises.
- Student peer reviews
- Student exit interview data (survey and/or focus group)

E. Time Frame

Each of the student learning outcomes will be assessed each academic year.

F. Who will do the assessment?

- Appointed faculty will do course-embedded assessment
- Outside evaluators will do evaluations of presentations in courses.

G. How data will be used to improve program or revise curricula?

  a. Feedback from course-embedded evaluations, reviews, and student exit interviews will be used to improve courses across the program. Department subcommittees of faculty teaching sections of hospitality courses will meet as a whole to discuss findings and will recommend to the department chair methods of improving procedures and curricula.

Please return to Sonja Martin Poole (smpoole@usfca.edu) **by May 15, 2009**