Hospitality Management

Hospitality Management BS (4 concentrations)

The learning objectives for the B.S. degree and all concentrations are well written and reflect academic assessment best practices. The College of Hotel Administration demonstrates an ongoing commitment to improving student learning through assessment practices.

The undergraduate program concentrations used a variety of assessment tools to investigate student learning. These tools included papers, homework assignments, exams, pre-post tests, presentations, external exams (administered and scored by an accrediting body), and group projects.

Faculty carefully reviewed data from a number of courses in each concentration. Errors on a writing assignment were broken down by type of error. Investigation revealed that many of the students making consistent errors were not using the available feedback to their advantage.

Pre-post test scores were analyzed by item. This analysis made it possible to do two important things: 1) quickly identify weak areas and 2) determine whether the content is very difficult (as evidenced by difficulty on an item across sections and time) or if the problem lies within another area (instruction, or student issues).

The concentration that used an externally administered exam found that Students performed better on the in-house exams. Faculty explained that this isn’t uncommon. Concentration faculty and accrediting body assessment coordinators communicate regularly. Changes are made within courses to address specific deficits in student learning.

Hotel Administration undergraduate programs carefully reviewed all assessment results and made meaningful changes based on the findings. For example, it was discovered that a subset of students were struggling with writing skills. Faculty will add more stringent writing requirements in future courses. Another concentration is redesigning a course and making software changes for assignments based on student feedback.
Hotel Administration

Hospitality Administration Executive, M.H.A. (no report)
Hotel Administration, M.S./Ph.D., Hotel Administration, M.S. H.O.A. & M.B.A.
dual degree

Learning objectives for the graduate degrees were are well written and reflect academic assessment best practices.

Graduate programs in the Hotel College used a variety of instruments, including class participation, case studies, scholarly paper publications, internship reports, pre- post exams, and thesis/dissertation completion rates.

Examination of assessment results indicated that students generally met the benchmarks for acceptable learning in each program of study. Students progressed through their graduate work in an appropriate manner and showed improvement on pre- post assessments.

Hotel College graduate faculty used their assessment data to improve student learning throughout the assessment cycle. Faculty participated in workshops and have held several of their own assessment events. The instructors who taught HOA 735 over the past two years communicated regularly on exercises for the course, shared syllabi each semester, and coordinated the evaluation of these research skills through in-depth work in the collaborative process of writing and then grading the Ph.D. qualifying exam focusing on research methods.