What are the student learning outcomes? Please provide a numbered list.

Upon completion of this program student will be able to:

1. Apply, assess, and adapt academic learning to hospitality settings.
2. Develop an in-depth understanding of the relationship of the strategic and operational components of the hospitality industry.
3. Use critical analytical skills to interpret the quality and validity of decision information available in a hospitality setting.

Which learning outcomes were assessed?

1. Apply, assess, and adapt academic learning to hospitality settings.

3. Use critical analytical skills to interpret the quality and validity of decision information available in a hospitality setting.

Graduate programs outcome assessed
student engagement in research, scholarship, creative expression and/or appropriate high-level professional practice.

Please note: MSHA students must complete a thesis or professional paper, the MBA/MHA program must complete a professional paper and the MHA students complete a professional paper or entrepreneurship capstone class.

- How were they assessed?

Both #1 and #3 was assessed by HOA 735 and HOA 740 – two of the required courses. #3 was assessed by digital scholarship reports and completed thesis and professional papers. #3 was assessed by comprehensive stats exam and comprehensive major, minor, and methods exam. Student engagement in research, scholarship, creative expression and/or appropriate high-level professional practice was assessed by digital scholarship reports and completed thesis and professional papers.

Digital Scholarship Report January – August 2015
Top 5 Graduate Professional Papers downloaded

<table>
<thead>
<tr>
<th>Title</th>
<th>Downloads</th>
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<tbody>
<tr>
<td>The Effects of social media networks in the hospitality industry</td>
<td>8357</td>
</tr>
<tr>
<td>Service dimensions of service quality impacting customer satisfaction of fine dining restaurants in Singapore</td>
<td>3595</td>
</tr>
<tr>
<td>Analyzing the Effects of Social Media on the Hospitality Industry</td>
<td>1197</td>
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<tr>
<td>Legal regulations of tip pooling and tip sharing in the United States hospitality industry</td>
<td>1536</td>
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<tr>
<td>Logistics and Supply Chain Management in the Hotel Industry: Impact on Hotel Performance In Service Delivery</td>
<td>8010</td>
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<tr>
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<th>Title</th>
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<td>August</td>
<td>Logistics and Supply Chain Management in the Hotel Industry: Impact on Hotel Performance In Service Delivery</td>
<td>874</td>
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<td>The Effects of social media networks in the hospitality industry</td>
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<td>734</td>
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<td>July</td>
<td>Logistics and Supply Chain Management in the Hotel Industry: Impact on Hotel Performance In Service Delivery</td>
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<td>732</td>
</tr>
<tr>
<td>June</td>
<td>The Effects of social media networks in the hospitality industry</td>
<td>843</td>
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</table>
The following is a list of Theses and Professional papers completed Fall 2014-Spring 2015.

### Thesis
- Chinese Outbound Tourists Food Consumption in The U.S.: An Extension Of The Theory Of Planned Behavior
- Understanding the Experience of Medicare Advantage Patients in a Health Maintenance Organization
- Exploring the Relationship Between Revenue Management and Hotel Loyalty Programs
- The Influence of Tier Level of Hotel Loyalty Programs on Guest Perceptions and Tolerance for Service Quality
- The Impact of a Smoking Ban on Gaming Volume and Customers’ Satisfaction in the Casino Industry in South Korea
- Patient Service Quality and Health Maintenance Organizations: Not an Oxymoron
Pro Paper
- How Green Practices Are Impacting the Meetings And Events Industry
- Factors Associated With Employee Turnover Rate in Fine Dining Restaurants in Shanghai
- How The Increase In Minimum Wage Will Impact The Hospitality Industry
- Race And Sports Marketing Strategy
- The Effects of Culture on the Tipping Habits of Foreign National Tourists In Las Vegas
- Preventing Litigation on Table Games
- Sociological Impact of Gaming
- Consumers’ Dining Decisions Factors via Yelp
- Influence of Automation on Revenue Management
- Types of Leadership in China and how They Influence Service Failure and Recovery
- Taxes As They Relate To Competitiveness of Gaming Jurisdictions
- The Effect of the Guests’ Aggression On Casino
- Examining E-Relationship Marketing Features On Hotel Mobil Applications
- Exceeding Guests Expectations
- How Can Leaders Achieve Highest Employee Engagement?

HOA 777
Students research two topics per week and discuss them in a seminar setting. These topics are created together during the first weeks of school so students know the topics well in advance. No written reports are required but students are expected to participate heavily in discussions about the topics. It is quickly obvious who is not prepared and those students are called on to lead the discussion the following week.

HOA 735
Written communication was assessed via research report that was broken into stages throughout the semester, including and introduction, literature review, methodology, results and discussion. The communication aspect was assessed on the following criteria: APA format (both text and references), organization, effective graphs, charts and tables, grammar, spelling, syntax, and use of headings. These were grouped under “format” in the grading rubric. Effective graphs and tables were assessed separately on the final project submission. Scores on overall format ranged from 60% to 90% of possible points, and from 60%-100% for graphs and tables. The most common problems were in-text APA citations and grammar. Future classes will devote more time to APA formatting. International students were encouraged to take their assignments to the writing center, and some but not all students did this. Future classes will make this a requirement if format scores are below a certain value on assignments early in the semester.

Oral communication was assessed with a 10-minute oral Powerpoint presentation that was graded with a combination of peer and instructor ratings using the rubric below. Overall students did quite well with scores ranging from 84% to 94% of possible points.
allocated. The use of visual aids was scored somewhat lower than other areas, but was acceptable.

HOA 740
As part of the course requirements, students must present hot topics, case studies, and term projects. The students are not only required to make an oral presentation but also submit a written report for each assignment. Through such course arrangements, I was able to assess both of students’ presentation and writing skills. I also provided instantaneous feedback on how they performed.

In addition, I also involved the students in peer evaluating each other’s work. A student’s presentation skills were one of the major components that would be looked at by fellow classmates. The peer evaluation compensates the potential bias of assessment on the part of instructors.

- What was learned from the assessment results?
  Students’ presentation skills improved week by week. For example, they started to engage the class by asking questions first instead of moving into a monologue. In most cases, students would use technology to make a point or illustrate what had been the case in the real world. For writing skills, I feel that it takes time to improve. Over time I did see a better quality in writing toward the end of semester.

For future classes more time will be dedicated to written communication versus oral. From a college perspective, all Masters level and above students should be required to purchase the APA manual and conform to APA style in all their classes.

Communications remain a barrier for international students. The less they communicate the less reason we need them. If they share perspectives from their cultures the experience is extremely valuable. If they don’t talk nothing is gained.

Students are continuing to write papers that both academe and industry are interested in – as the digital scholarship report continues to grow each year.

- How did the program respond to what was learned?
  The 2015-2016 assessment will concentrate on communication and #1 and #2 learning objectives. We will continue to collect data on the graduate outcomes also.

The MHA program is going through an internal review that began Fall 2015 and was started because of the lack of assessment information collected in the program.

The assessment report was shared with the College Executive Committee and faculty in a semester faculty meeting and emailed to all fulltime, and part time faculty. The report will be shared with the Dean’s advisory committee and alumni board (Spring 2016 meeting).

10/2014