

**ARKANSAS TECH UNIVERSITY
DEPARTMENT OF PARKS, RECREATION & HOSPITALITY
ADMINISTRATION**

**Hospitality Administration Assessment Plan
2014-15**

Arkansas Tech University is accredited by the Higher Learning Commission and is a member of the North Central Association of Colleges and Universities. ATU was last reviewed by the Higher Learning Commission in the spring of 2011 and was granted accreditation until the next review in 2020/21.

General Education

The general education component is the common requirement of all baccalaureate students at ATU. The knowledge and skills acquired in the general education component enable students to analyze problems, to arrive at intelligent conclusions, and to make reasoned choices in their professional and personal lives and the lives of those who they influence.

Many of the general education courses were designed to deal primarily with processes rather than simply with facts, to help students to develop individually and as members of a group, and to instill in students the desire to continue to learn throughout their entire lives and the lives of those who they influence.

Students who earn degrees at ATU will be able to:

- Communicate effectively
- Think critically
- Develop ethical perspectives
- Apply scientific and quantitative reasoning
- Demonstrate knowledge of the arts and humanities
- Understand wellness concepts

To accomplish the above goals, ATU requires the completion of a general education curriculum. Students should refer to the curriculum in their major area of study for specific courses either recommended or required by the academic department to fulfill the general education requirements.¹ The general education core for Hospitality Administration satisfies Standard V (a) of the ACPHA accreditation requirements "Students shall have an opportunity for study in the natural and physical sciences, social sciences, and communication, arts and humanities, and quantitative reasoning."²

Hospitality Administration Accreditation

¹ See 2014-15 on-line catalog <http://www.atu.edu/academics/catalog/graduation-requirements.html#GenEdRequirements>

² Standard V (a) Guide to Accreditation: Commission for Programs in Hospitality Administration (2013).

The Hospitality Administration Program is accredited by the Accreditation Commission for Programs in Hospitality Administration (ACPHA). Standard V (a) in the Self Study Guide for accreditation states the curriculum in hospitality administration should contain "Knowledge and understanding of the general principles of the following areas, and specific applications in hospitality management:

1. overview of the hospitality industry and the profession
2. the operations relative to lodging management
3. the operation relative to food service management
4. human resources
5. the marketing of goods and services
6. accounting procedures and practices
7. the legal environment;
8. the economic environment
9. management information systems
10. organizational theory and foundations of management
11. facility operations maintenance and management
12. financial management
13. ethical considerations
14. strategic management
15. leadership theory
16. provision for an evaluative culminating experience

The Professional Core

The professional core courses in Hospitality Administration include 14 courses totaling 43 credit hours. The professional core introduces the students to hospitality administration, its history, marketing of hospitality goods and services, hospitality operations management, accounting practices and procedures, legal issues, ethical considerations, the legal and economic environment of hospitality, quantitative methods, personnel issues, administrative processes, organizational theory, behavior and interpersonal communication, as well as practical work experience. The professional core courses include the following:

<u>Course</u>	<u>Semester Credit Hours</u>
HA 1043 Introduction to Hospitality Management	3
HA 1063 Hospitality Technology	3
HA 2003 Cost Controls	3
HA 2023 Hospitality Supervision and Leadership	3
HA 2053 Work Experience	3
HA 2063 Guest Service Management	3
HA 4001 Internship Preparation	1
HA 4013 Hospitality Marketing and Sales	3
HA 4023 Hospitality Facilities Management and Design	3
HA 4033 Legal Aspects of Hospitality Administration	3
HA 4073 Hospitality Financial Analysis	3
HA 4113 Personnel Management	3
HA 4203 Hospitality Operational Problem Solving	3
<u>HA 4116 Internship</u>	<u>6</u>
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The professional core provides the foundation upon which the baccalaureate degree in Hospitality Administration is based. Core courses are required for all HA majors. Table 1 lists the 2014-15 HA Program Learning Outcomes for Hospitality Administration majors, evidence used to measure learning outcomes, the performance measure/tool, performance levels, assessment results, and evidence of curricular and/or programmatic changes.

The following learning outcomes will be utilized and assessed for each academic year, starting with academic year 2014-2015. Assessment will be conducted on learning outcomes each semester by collecting information pertaining to the Performance Measure or Tools and the data that is collected will be recorded and stored in TracDat. Each faculty member will be responsible for obtaining data from his/her classes and entering the data in TracDat in a timely fashion at the end of every semester. The Assessment Results then in turn will be utilized to make curricular or programmatic changes (after a three year period of gathering initial data). These results will be required to make any curriculum changes through the ATU Curriculum Committee

Table 1

At the conclusion of the program, students will be able to exhibit professional hospitality administration knowledge, skills, and abilities.					
Program/Course Specific Learning Outcomes	Evidence of Learning Opportunities	Performance Measures or Tools	Performance Levels (metrics)	Assessment Results	Evidence of Curricular and/or Programmatic Changes
Identify entry level knowledge of the hospitality industry and profession.	Syllabus (HA 1043)	Computerized Exam (HA 1043)	70% of students will earn a 75% or higher on related educational/learning outcome questions on the computerized exam		
		Research Paper (HA 1043)	70% of students will earn a 75% or higher on related educational/learning outcome questions which includes the Research paper		
		Verbal Presentation (HA 1043)	70% of students will earn a 75% or higher on related educational/learning outcome questions which includes the Verbal Presentation		
	Syllabus (HA 2023)	Role Play Assignment (HA 2023)	70% of students will earn a 75% or higher on related educational/learning outcome questions which includes the Role Play Assignment		
		Case Study (HA 2023)	70% of students will earn a 75% or higher on related educational/learning outcome questions which includes the Case Study		
	Demonstrate entry level skills of the hospitality industry and profession.	Syllabus (HA 2063)	Course Exam Questions (HA 2063)	70% of students will earn a 70% or higher on related educational/learning outcome questions on the course exam	
Lab Reports (HA 2063)			70% of students will earn a 75% or higher on related educational/learning outcome which includes lab reports		

	Syllabus/Work Experience Manual (HA 2053)	Agency Final Evaluation and Final Report (HA 2053)	70% of students will earn a 75% or higher on related educational/learning outcome which includes agency final evaluation and final report		
Apply entry level abilities of the hospitality industry and profession.	Syllabus and Course Exam (HA 2003)	Course Exam Questions (HA 2003)	70% of students will earn a 75% or higher on related educational/learning outcome questions on the course exam		
	Syllabus (HA 1063)	Course Exam Questions (HA 1063)	70% of students will earn a 75% or higher on related educational/learning outcome questions on the course exam		
		Case Study (HA 1063)	70% of students will earn a 75% or higher on related educational/learning outcome which includes case studies		
Support advanced knowledge of hospitality industry and profession.	Syllabus and Course Exam (HA 4013)	Course Exam Questions (HA 4013)	70% of students will earn a 75% or higher on related educational/learning outcome questions on the course exam		
		Special Project (HA 4013)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the Special Project		
	Syllabus and Course Exam (HA 4033)	Course Exam Questions (HA 4033)	70% of students will earn a 75% or higher on related educational/learning outcome questions on the course exam		
		Case Studies (HA 4033)	70% of students will earn a 75% or higher on related educational/learning outcome which includes case studies		

	Syllabus and Case Studies (HA 4073)	Case Studies (HA 4037)	70% of students will earn a 75% or higher on related educational/learning outcome which includes case studies		
		Course Exam (HA 4073)	70% of students will earn a 75% or higher on related educational/learning outcome questions on the course exam		
	Syllabus and Ethical Dilemma (HA 4113)	Ethical Dilemma Assignment (HA 4113)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the Ethical Dilemma assignment		
Execute advanced skills of the hospitality profession and industry.	Syllabus and Presentation (HA 4023)	Presentation (HA 4023)	70% of students will earn a 75% or higher on related educational/learning outcome which includes class presentation		
		Course Exam (HA 4023)	70% of students will earn a 75% or higher on related educational/learning outcome questions on the course exam		
	Syllabus and Internship Manual (HA 4116)	Agency Final Evaluation (HA 4116)	70% of students will earn a 75% or higher on related educational/learning outcome which includes Agency Final Evaluation		
		Final Report (HA 4116)	70% of students will earn a 75% or higher on related educational/learning outcome which includes Final Report		
Incorporate advanced abilities of the hospitality industry and profession.	Syllabus and Project Management Assignment (HA 4023)	Project Management Assignment (HA 4023)	70% of students will earn a 75% or higher on related educational/learning outcome which includes Project Management Assignment		
	Syllabus and Research Project (HA 4203)	Research Project (HA 4203)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the Research Project		

	Syllabus and Agency Final Evaluation (HA 4116)	Agency Final Evaluation (HA 4116)	70% of students will earn a 75% or higher on related educational/learning outcome which includes Agency Final Evaluation		
		Final Report (HA 4116)	70% of students will earn a 75% or higher on related educational/learning outcome which includes Final Report		

At the conclusion of the program, students will be able to execute core management concepts in the areas of hospitality accounting, finance, human resources, marketing, operations, and technology.

Program/Course Specific Learning Outcomes	Evidence of Learning Opportunities	Performance Measures or Tools	Performance Levels (metrics)	Assessment Results	Evidence of Curricular and/or Programmatic Changes
Develop management concepts in hospitality accounting.	Syllabus and Course Exam (HA 2003)	Course Exam (HA 2003)	70% of students will earn a 75% or higher on related educational/learning outcome questions on the course exam		
	Syllabus (HA 4073)	Course Exam (HA 4073)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the course exam and case study		
Case Study (HA 4073)					
Develop management concepts in hospitality finance.	Syllabus (HA 4073)	Course Exam (HA 4073)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the course exam and case study		
		Case Study (HA 4073)			
	Syllabus (HA 4023)	Project Budget Assignment (HA 4023)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the Project Budget Assignment		
Develop management concepts in human resources.	Syllabus (HA 4113)	Course Exam	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignments		
		Case Study			
		Ethical Dilemma			

	Syllabus and Course Exams (HA 4033)	Course Exams (HA 4033)	70% of students will earn a 75% or higher on related educational/learning outcome questions on the course exam		
Develop management concepts in hospitality marketing.	Syllabus (HA 4013)	Course Exam (HA 4013)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment and exam		
		Marketing Plan Assignment (HA 4013)			
Produce management concepts in hospitality accounting.	Syllabus (HA 4073)	Course Exams (HA 4073)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment and exam		
		Case Study (HA 4073)			
Produce management concepts in hospitality finance.	Syllabus (HA 4073)	Course Exams (HA 4073)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment and exam		
		Case Study (HA 4073)			
Produce management concepts in human resources.	Syllabus (HA 4113)	Case Study (HA 4113)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignments		
		Ethical Dilemma Assignments			
	Syllabus and Case Project Assignment (HA 4033)	Case Project Assignment (HA 4033)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		
Produce management concepts in hospitality marketing.	Syllabus and Marketing Plan (HA 4013)	Marketing Plan (HA 4013)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		
Produce management concepts in hospitality operations.	Syllabus (HA 2053)	Agency Final Evaluation (HA 2053)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignments		
		Final Report (HA 2053)			
	Syllabus and Internship Manual (HA 4116)	Final Report (HA 4116)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignments		
	Special Project Assignment (HA 4116)				

Produce management concepts in hospitality technology.	Syllabus (HA 1063)	Course Exam (HA 1063)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignments		
		Case Study (HA 1063)			
At the conclusion of the program, students will be able to describe the fundamental principles of leadership and demonstrate successful leadership skills.					
Program/Course Specific Learning Outcomes	Evidence of Learning Opportunities	Performance Measures or Tools	Performance Levels (metrics)	Assessment Results	Evidence of Curricular and/or Programmatic Changes
Identify the fundamental principles of leadership.	Syllabus (HA 2023)	Course Exams (HA 2023)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignments		
		Class Presentations (HA 2023)			
	Syllabus (HA 4113)	Case Study (HA 4113)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		
Demonstrate successful leadership skills.	Syllabus (HA 2053)	Student Initial and Final Self-Evaluation (HA 2053)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignments		
		Agency Final Evaluation (HA 2053)			
	Syllabus and Internship Manual (HA 4116)	Student Initial and Final Self-Evaluation (HA 2053)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignments		
		Agency Final Evaluation (HA 2053)			
	Syllabus (HA 2063)	Weekly Lab Reports (HA 2063)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignments		
		Role Play Activities (HA 2063)			

At the conclusion of the program, students will be able to utilize critical thinking, problem solving, written and oral communication and investigative skills specific to Hospitality Administration.					
Program/Course Specific Learning Outcomes	Evidence of Learning Opportunities	Performance Measures or Tools	Performance Levels (metrics)	Assessment Results	Evidence of Curricular and/or Programmatic Changes
Identify critical thinking skills specific to hospitality administration.	Syllabus (HA 1043)	Class Presentation (HA 1043)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignments		
		Group Presentations (HA 1043)			
	Syllabus (HA 2023)	Class Presentation (HA 2023)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignments		
		Written Assignment (HA 2023)			
Syllabus (HA 2053)	Mid-Term Evaluation (HA 2053)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment			
Syllabus (HA 4116)	Mid-Term Evaluation (HA 4116)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment			
Execute critical thinking skills specific to hospitality administration.	Syllabus (HA 4113)	Case Study (HA 4113)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignments		
		Ethical Dilemma (HA 4113)			
	Syllabus (HA 4203)	Research Project (HA 4203)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignments		
		Role Play (HA 4203)			
Syllabus (HA 2053)	Agency Final Evaluation (HA 2053)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment			
Syllabus (HA 4116)	Agency Final Evaluation (HA 4116)	70% of students will earn a 75% or higher on related educational/learning			

			outcome which includes the listed course assignment		
Identify problem solving skills.	Syllabus (HA 2053)	Mid-Term Evaluation (HA 2053)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		
	Syllabus (HA 4116)	Mid-Term Evaluation (HA 4116)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		
	Syllabus (HA 4203)	Course Exams (HA 4203)	70% of students will earn a 75% or higher on related educational/learning outcome questions on the course exam		
Execute problem solving skills.	Syllabus (HA 2053)	Agency Final Evaluation (HA 2053)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		
	Syllabus (HA 4116)	Agency Final Evaluation (HA 4116)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		
	Syllabus (HA 4203)	Research Project (HA 4203)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		
Execute oral and written communication.	Syllabus (HA 1043)	Presentation (HA 1043)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		
		Research Paper (HA 1043)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		
	Syllabus (HA 2063)	Guest Service Performance (HA 2063)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		

		Weekly Lab Reports (HA 2063)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		
	Syllabus (HA 2053)	Agency Final Evaluation (HA 2053)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		
		Final Report (HA 2053)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		
	Syllabus (HA 4023)	Project Presentation (HA 4023)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		
		Project Binder (HA 4023)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		
		Story Board (HA 4023)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		
	Syllabus (HA 4033)	Journal Article Reviews (HA 4033)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		
	Syllabus (HA 4203)	Research Project (HA 4203)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		
	Syllabus (HA 4001)	Portfolios (HA 4001)	70% of students will earn a 70% or higher on related educational/learning outcome which includes the listed course assignment		
	Syllabus and Internship Manual (HA 4116)	Agency Final Evaluation (HA 4116)	70% of students will earn a 75% or higher on related		

			educational/learning outcome which includes the listed course assignment		
		Final Report (HA 4116)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		
Execute investigative skills.	Syllabus (HA 1043)	Presentation (HA 1043)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		
	Syllabus (HA 4013)	Marketing Plan (HA 4013)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		
	Syllabus (HA 4203)	Research Project (HA 4203)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		

At the conclusion of the program, students will be able to apply experiential learning experiences acquired through courses, work experience, and internship to become a successful professional.

Program/Course Specific Learning Outcomes	Evidence of Learning Opportunities	Performance Measures or Tools	Performance Levels (metrics)	Assessment Results	Evidence of Curricular and/or Programmatic Changes
Relate experiential learning experiences to become a successful professional.	Syllabus (HA 2053)	Initial and Final Self-Evaluation	70% of students' scores will have improved from the initial self-evaluation to the final self-evaluation		
		Agency Final Evaluation	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		
		Final Report	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		

	Syllabus (HA 2063)	Weekly Lab Reports (HA 2063)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		
	Syllabus (HA 4023)	Implementation of Design (HA 4023)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		
	Syllabus and Internship Manual (HA 4116)	Initial and Final Self-Evaluation (HA 4116)	70% of students' scores will have improved from the initial self-evaluation to the final self-evaluation		
		Agency Final Evaluation (HA 4116)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		
		Final Report (HA 4116)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		

At the conclusion of the program, students will be able to demonstrate best practices to meet ever changing guest needs and expectations.

Program/Course Specific Learning Outcomes	Evidence of Learning Opportunities	Performance Measures or Tools	Performance Levels (metrics)	Assessment Results	Evidence of Curricular and/or Programmatic Changes
Relate best practices learned in the classroom to meet ever changing guest needs and expectations.	Syllabus (HA 2053)	Initial and Final Self-Evaluation	70% of students' scores will have improved from the initial self-evaluation to the final self-evaluation		
		Agency Final Evaluation	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		
		Final Report	70% of students will earn a 75% or higher on related educational/learning outcome which		

			includes the listed course assignment		
	Syllabus (HA 2063)	Weekly Lab Reports (HA 2063)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		
	Syllabus and Internship Manual (HA 4116)	Initial and Final Self-Evaluation (HA 4116)	70% of students' scores will have improved from the initial self-evaluation to the final self-evaluation		
		Agency Final Evaluation (HA 4116)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		
		Final Report (HA 4116)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		

Lodging and Club Management Emphasis
At the conclusion of the program, students will be able to understand and analyze the functions of lodging and club operations.

Program/Course Specific Learning Outcomes	Evidence of Learning Opportunities	Performance Measures or Tools	Performance Levels (metrics)	Assessment Results	Evidence of Curricular and/or Programmatic Changes
Explore the day to day operations of lodging and club management.	Syllabus (HA 1043)	Course Exam Questions (HA 1043)	70% of students will earn a 75% or higher on related educational/learning outcome questions on the course exam		
	Syllabus (HA 2043)	Course Exam Questions (HA 2043)	70% of students will earn a 75% or higher on related educational/learning outcome questions on the course exam		
		Lab Assignments (HA 2043)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		
	Syllabus (HA 4253)	Course Exam Questions (HA 4253)	70% of students will earn a 75% or higher on related educational/learning		

			outcome questions on the course exam		
		Property Critiques (HA 4253)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		
	Syllabus (HA 4093)	Simulation Activity (HA 4093)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		
Interpret the functions of lodging and club management.	Syllabus (HA 2043)	Night Audit Assignment (HA 2043)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		
	Syllabus (HA 4253)	Course Exam Questions (HA 4253)	70% of students will earn a 75% or higher on related educational/learning outcome questions on the course exam		
		Property Evaluations (HA 4253)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		
	Syllabus (HA 4093)	Simulation Activity (HA 4093)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		
<p><i>Lodging and Club Management Emphasis</i> At the conclusion of the program, students will be able to distinguish guest needs specific to operational settings.</p>					
Program/Course Specific Learning Outcomes	Evidence of Learning Opportunities	Performance Measures or Tools	Performance Levels (metrics)	Assessment Results	Evidence of Curricular and/or Programmatic Changes
Analysis guest needs specific to operational settings.	Syllabus (HA 3143)	Lab Field Trips (HA 3143)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		

		Course Exams (HA 3143)	70% of students will earn a 75% or higher on related educational/learning outcome questions on the course exam		
		Journal Assignment (HA 3143)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		
	Syllabus (HA 4093)	Course Exam Questions (HA 4093)	70% of students will earn a 75% or higher on related educational/learning outcome questions on the course exam		
	Syllabus (HA 4253)	Presentations (HA 4253)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		
		Field Trip Analysis (HA 4253)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		
	Syllabus (HA 4063)	Field Trip Report (HA 4063)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		
		Target Market Project (HA 4063)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		
	Syllabus (HA 4116)	Agency Final Evaluation (HA 4116)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		

<i>Tourism and Event Management Emphasis</i>					
At the conclusion of the program, students will be able to understand and analyze the role of tourism and event management.					
Program/Course Specific Learning Outcomes	Evidence of Learning Opportunities	Performance Measures or Tools	Performance Levels (metrics)	Assessment Results	Evidence of Curricular and/or Programmatic Changes
Explore the role of tourism and event management.	Syllabus (HA 2133)	Course Exams (HA 2133)	70% of students will earn a 75% or higher on related educational/learning outcome questions on the course exam		
		Semester Project (HA 2133)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		
	Syllabus (HA 1043)	Course Exam Questions (HA 1043)	70% of students will earn a 75% or higher on related educational/learning outcome questions on the course exam		
Distinguish the role of tourism and event management.	Syllabus (HA 2133)	Course Exams (HA 2133)	70% of students will earn a 75% or higher on related educational/learning outcome questions on the course exam		
	Syllabus (HA 4053)	Mid-term Exam (HA 4053)	70% of students will earn a 75% or higher on related educational/learning outcome questions on the course exam		
		Debate Assignment (HA 4053)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		

<i>Tourism and Event Management Emphasis</i>					
At the conclusion of the program, students will be able to plan, organize, coordinate, develop, and evaluate the issues related to tourism planning and event management.					
Program/Course Specific Learning Outcomes	Evidence of Learning Opportunities	Performance Measures or Tools	Performance Levels (metrics)	Assessment Results	Evidence of Curricular and/or Programmatic Changes
Compile the issues and trends related to tourism planning and event management.	Syllabus (HA 3133)	Class Assignment (HA 3133)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		
	Syllabus (HA 4053)	Execution of events (2) (HA 4053)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		
	Syllabus (RP 3033)	Business Plan (RP 3033)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		
	Syllabus (RP 3503)	Class Assignment (RP 3503)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		
Critique the issues and trends related to tourism and event management.	Syllabus (HA 3133)	Class Assignment (HA 3133)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		
	Syllabus (HA 4053)	Execution of Events (2) (HA 4053)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		
	Syllabus (RP 3033)	Business Plan (RP 3033)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		
	Syllabus (RP 3503)	Class Assignment (RP 3503)	70% of students will earn a 75% or higher on related		

			educational/learning outcome which includes the listed course assignment		
	Syllabus (HA 4116)	Agency Final Evaluation (HA 4116)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		
<p><i>Food and Beverage Management Emphasis</i> At the conclusion of the program, students will be able to understand and analyze the function of food and beverage operations.</p>					
Program/Course Specific Learning Outcomes	Evidence of Learning Opportunities	Performance Measures or Tools	Performance Levels (metrics)	Assessment Results	Evidence of Curricular and/or Programmatic Changes
Explore the functions of food and beverage operations.	Syllabus (HA 1923)	Course Exams (HA 1923)	70% of students will earn a 75% or higher on related educational/learning outcome questions on the course exam		
		Field Trip Reports (HA 1923)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		
	Syllabus (HA 2913)	Lab Reports (HA 2913)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		
	Syllabus (HA 2813)	Menu Analysis (HA 2813)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		
	Syllabus (HA 1013)	National Certification Exam (Serve Safe) (HA 1013)	100% of students will earn a 75% or higher on related educational/learning outcome which includes the national certification exam		
Distinguish the functions of food and beverage operations.	Syllabus (HA 1923)	Course Exams (HA 1923)	70% of students will earn a 75% or higher on related educational/learning outcome questions on the course exam		

		Field Trip Reports (HA 1923)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		
	Syllabus (HA 2913)	Lab Reports (HA 2913)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		
	Syllabus (HA 4063)	Course Exams (HA 4063)	70% of students will earn a 75% or higher on related educational/learning outcome questions on the course exam		
<p><i>Food and Beverage Management Emphasis</i> At the conclusion of the program, students will be able to manage the entire operation; coordinate and evaluate all aspects of food and beverage services.</p>					
Program/Course Specific Learning Outcomes	Evidence of Learning Opportunities	Performance Measures or Tools	Performance Levels (metrics)	Assessment Results	Evidence of Curricular and/or Programmatic Changes
Appraise all aspects of food and beverage services.	Syllabus (HA 4983)	Final Exam (HA 4983)	70% of students will earn a 75% or higher on related educational/learning outcome questions on the course exam		
		Kitchen Manager's Report (HA 4983)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		
	Syllabus (HA 4116)	Agency Final Evaluation (HA 4116)	70% of students will earn a 75% or higher on related educational/learning outcome which includes the listed course assignment		

Other Assessment Tools

Course Certifications. Certifications may/should be obtained in the following courses:

HA 1013 Sanitation Safety (Servsafe)

HA 4063 Beverage Management (Servsafe Alcohol)

Student Evaluations

Mid-term and end-of-semester student evaluations for every HA course, each semester

Senior Exit Surveys. Graduating seniors in Hospitality Administration will be sent a survey via e-mail to be completed before graduation. This survey is used as an assessment tool to get student feedback on preparedness for the RP profession, study habits, use of textbooks, academic advising, amount of work during their collegiate years, membership in student organizations, overall impression of their education and major, as well as their knowledge and skills in areas of professional competency. An informal Senior Exit Survey is also conducted in HA 4001 Internship Preparation.

A Senior Exit Survey will be completed in the Fall of 2014 and in the Spring of 2015.

Alumni Survey. At least once every five years there will be a survey of alumni to maintain contact with graduates, track who is working (or not) in the Hospitality Administration profession, areas in which they are working, salaries, ect.

