DEPARTMENT & PROGRAM: Hotel and Restaurant Management – BS—Lima Campus

ACADEMIC PROGRAM MISSION: We are the best in hospitality education and research as regarded globally by the academic and hospitality communities. We embrace and foster an environment that includes community relevance, collaboration, multiculturalism, experiential learning, innovation, integrity and passion. The College, therefore, is committed to prepare our students to engage as professional and leaders in all segments of the global hospitality industry.

STUDENT LEARNING OUTCOMES

Student Learning Outcome 1: Students will demonstrate a high level competency in quantitative skills related to the area of accounting and finance in the context of hotel and restaurant management.

> **Student Learning Outcome Assessment**: The final accounting/finance course in the HRMA curriculum is Financial Management. A committee was formed to insure the objectives required of a capstone course and the actual material in the course were in sync. As part of this process questions were developed that would measure the quantitative skills competency required for each segment of the course. During the semester the instructor teaching the course will select fifteen (15) questions from this approved bank to include in their regular examinations and track the responses. Instructors may also elect to use all the questions related to quantitative skills provided in the bank to use for their exams. Once the semester is over the results from these questions measuring quantitative skills will be compiled and compared to the standard.
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> The results of all the questions related to the quantitative skill competencies were tracked and measured against the standard. In order to measure to the standard all the questions taken from the approved bank were listed by key course concept and then the total number of correct answers for each question was noted. The total number of correct responses was tallied and an average taken of total correct responses as a percentage of total students enrolled and/or taking the exams. The assessment and measurement process was completed and defined in the Spring of 2014.   Results of the measurements are shared with both the Deans of the college, the curriculum committee of the college, the college Accounting and Finance Faculty Committee and the instructor. In the college Accounting and Finance Faculty Committee the measurement tools are discussed and how measurement of these skills can be improved.
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> **Performance Standard**: The standard is that 70% of the students will answer 70% of the questions correctly.
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> **Assessment Results & Analysis**: In the Spring of 2017 this course was not offered, it will be offered again in Spring of 2018 at which time the results will be assessed and reported.
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> Historically,

Year	N =	% students earning at least 70% on quantitative skills
15-16	13	100

Program Improvement Plans: During the fall 2017 and spring 2018 semester the faculty will meet to determine if there is a better way to measure comprehension in a more efficient manner. One suggestion would be a project that would encompass both quantitative and critical thinking skills and could be measured and feedback provided in a timelier basis.

Prior Program Improvement(s): Each instructor reviewed the results for each question from the approved question bank and determined if there are any questions where the response falls below the standard of 70%. In order to help improve the student understanding and application of the key competencies, the format in which the material falling below the standard is presented should be evaluated and a different approach implemented. Various presentation formats will be evaluated to include more case studies or industry examples of how the quantitative skills are applied. Engaging the students in actual use of these skills in industry simulations will allow them to retain and further develop the key competencies and achieve the established goal.

Student Learning Outcome 2: Students will demonstrate a high level competency in <u>critical thinking skills</u> related to the area of accounting and finance in the context of hotel and restaurant management.

Student Learning Outcome Assessment: The final accounting/finance course in the HRMA curriculum is Financial Management. A committee was formed to ensure the objectives required of a capstone course and the actual material in the course were in sync. As part of this process questions were developed that would measure the critical thinking competencies required for each segment of the course. During the semester the instructor teaching the course will select fifteen (15) questions from this approved bank to include in their regular examinations and track the responses. Instructors may also elect to use all the questions related to critical thinking provided in the bank to use for their exams. Once the semester is over the results from these questions measuring critical thinking skills will be compiled and compared to the standard. The assessment and measurement process was completed and defined in the Spring of 2014.

The results of all the questions related to the critical thinking skill competencies were tracked and measured against the standard. In order to measure to the standard all the questions taken from the approved bank were listed by key course concept and then the total number of correct answers for each question was noted. The total number of correct responses was tallied and an average taken of total correct responses as a percentage of total students enrolled and/or taking the exams. Results of the measurements are shared with both the Deans of the college, the curriculum committee of the college, the college Accounting and Finance Faculty Committee and the instructor. In the college Accounting and Finance Faculty Committee the measurement tools are discussed and how measurement of these skills can be improved.

Performance Standard: The standard is that 70% of the students will answer 70% of the questions correctly.

Assessment Results & Analysis: In the Spring of 2017 this course was not offered, it will be offered again in Spring of 2018 at which time the results will be assessed and reported.

Historically,

Year	N =	% students earning at least 70% on critical thinking skills
15-16	13	100

Program Improvement Plans: During the Fall 2017 and Spring 2018 semester the faculty will meet to determine if there is a better way to measure comprehension in a more efficient manner. One suggestion would be a project that would encompass both quantitative and critical thinking skills and could be measured and feedback provided in a timelier basis.

Prior Program Improvement(s): To improve the student understanding and application of the key competencies, the format in which the material is presented will be evaluated and a different approach implemented. Various presentation formats will be evaluated to include more case studies or industry examples of how the critical thinking skills are applied. Engaging the students in actual use of these skills in industry simulations will allow them to retain and further develop the key competencies and achieve the established goal.

Student Learning Outcome 3: Students will effectively communicate through writing as a hospitality leader.

Student Learning Outcome Assessment: Students in HRMA 4353: Leadership within the Hospitality Industry must demonstrate proficiency in effective written communication by creating professional papers in an appropriate style and format that meet the seven (7) criterion provided by the instructor. During the semester several papers are submitted and evaluated by the instructor to ensure the criterion provided have been reflected in the professional papers prepared by the students. This process should provide the student with sufficient practice in applying effective writing and communication skills into practice. The final paper submitted would be the measurement as to whether the student demonstrates proficiency in effective written communication. The final paper will be rated on the same criterion as the other papers submitted using the HRMA 4353- Supervision & Leadership in the Hospitality Industry Written Paper Criteria and Grade Sheet (see attached).

The instructor was to review all the papers based on the seven (7) criteria: Format, Introduction, Relevant to Core Material, Concern for Details, Application, Grammar, and Overall Presentation; to determine if the student paper met the established standard. Results of the measurements are shared with both the Deans of the college, the curriculum committee of the college, the college Lodging Management committee and the instructor.

Performance Standard: The standard will be that 70% of the final papers submitted by the students will receive a score of 70%.

Assessment Results & Analysis: For the Spring Semester of 2017, 100% of the students submitting a final paper (N = 12) received a grade of 70% or better. The standard is met.

Meeting or exceeding the standard will provide a good indication that the students have become proficient in effective written communication skills.   Students should then be able to effectively apply

the criterion to communicate and express their ideas. If the students do not meet the standard the instructor will need to evaluate the process and how the material was presented in order to elicit better retention and application by the student.

Historically,

Year	N =	% students earning at least 70% on their final paper
16-17	12	100
15-16	22	100

Program Improvement Plans: Based on the results the instructors that are now teaching the course have been asked to review how the outcomes are being measured and determine if there is either a better rubric or a better vehicle that will be used in all sections consistently to measure the student outcomes.

Prior Program Improvement(s): Since the standard was met, the instructor will be asked to review the course to find methodology for presenting the material that continues to challenge and increase the competency for the students and establish new standards. The instructor at this campus will work with faculty to align the rubric to mirror that of the main campus leadership course. All instructors in the leadership courses will review the rubric for this final paper in Fall 2017 and Spring 2018 semester to insure that the measurements are in line with the learning outcomes.

To improve the student understanding and application of the key competencies, the format in which the material is presented will be evaluated and a different approach implemented. Various presentation formats will be evaluated to include more case studies or industry examples of effective written communication. Engaging the students in actual use of these skills in industry simulations will allow them to retain and further develop the key competencies and achieve the established goal. In addition, the goal will be reviewed with the instructor to determine if an increase in the standard is appropriate for the next measurement year. The instructor at this campus will also work in the next year and aligning the rubric in which the paper is measured to mirror that of the main campus leadership course. All instructors in the leadership courses will review the rubric for this final paper in Fall 2017 and Spring 2018 semester to insure that the measurements are in line with the learning outcomes.

PROGRAM OUTCOMES

Program Outcome 1: Graduates of the C.N. Hilton College of Hotel and Restaurant Management—Lima Campus will find employment after graduation.

Program Outcome Assessment: Each semester the Career Development and Placement Office contacts students via a survey to inquire the following:

- Employment status
- Company with whom an employment opportunity has been offered/accepted
- Position accepted
- Salary
- Area of interest
- Delaying employment to pursue a higher degree (Master/PhD)

The results from the survey/inquires made by the Career Development and Placement Office were organized not only to establish whether a student had received an opportunity for employment but also the type of employment accepted and the compensation level. In addition, the data was analyzed to determine whether the student was able to find an opportunity in their area of interest.

The responses are compiled to obtain a percentage of those successfully finding employment opportunities or delaying employment because they are registering in an advanced degree program. Results of the employment placement report are sent to the entire faculty.

Performance Standard: The standard is that 70% of all students graduating in a semester will have found employment opportunities or will have applied or been accepted for an advanced degree.

Assessment Results & Analysis: In 16-17, 50% of our graduates (N = 6) found employment or were accepted to graduate school. The standard was not met.

Placement Rate (Fall 2016)	Undergraduate	%
Employed/Graduate School	3	50%
Still Searching	3	50%
TOTAL	6	100.0%

An average of 50% of the students graduating accepted an offer or decided to apply for graduate school for Fall 2016.

The standard was not met for the 2016- 2017 year. The degree plan obtained at the C.N. Hilton College of Hotel and Restaurant Management—Lima Campus has provided employment opportunities to the students in the program; however, without obtaining more feedback from the graduating students, the results of the measurement is not as accurate.

Historically,

Year	N =	% students employed or accepted to grad school
16-17	6	50
15-16	12	33

Program Improvement Plans: Continue to increase pool of employers in Lima or other South American countries that will employ students from the program.

Prior Program Improvement(s): Continue efforts by the Career Development and Placement Office of establishing relationships with more international organizations that will employ students from the Lima Campus and encouraging them to interview students on campus or provide internships that develop into full time employment upon graduation. Communication efforts with the graduating students need to improve so that more data is obtained upon and post-graduation.

Program Outcome 2: Graduates of the C.N. Hilton College of Hotel and Restaurant Management—Lima Campus will ensure high quality of academic advising services.

> **Program Outcome Assessment**: In the semester when the application for graduation is submitted, students are provided a detailed survey to complete during the mandatory graduation orientation. The survey questions prompt students to rate various aspects of the HRM program, among them satisfaction with academic advising services. Students are asked to rate from 1 to 4 (1 being the lowest, 4 being the highest) the Office of Academic Advising based on the following criteria:
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> 1. Support in reaching your education goals
> 2. Prompt return of e-mails/phone messages
> 3. Quality of customer service
>
> In addition students are asked to provide any additional written comments that may provide more insight on the process.
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> The survey item responses will be reviewed to see if the relevant standard has been met. Additional comments provided by the students on the survey will also be reviewed. The survey tool used is Qualtrics, which allows for the data to be analyzed in multiple ways if necessary. The first survey was completed for the Fall of 2016. Results of the exit surveys are sent to the entire faculty.
>
> **Performance Standard**: The standard is that each item being rated (100%) achieves a mean of 3.5 out of a maximum of 4.
>
> **Assessment Results & Analysis**: For the 2016 – 2017 year, 100% of the rated items had a mean of 3.5 or higher. The standard was met.
>
> <u>Fall 2016</u>
>
> If the standards were met, the results from the survey would indicate the level of satisfaction that the students had with advising during their tenure at the college with the Office of Academic Advising. The C.N. Hilton College of Hotel and Restaurant Management—Lima Campus started conducting a survey just for this campus in Fall 2016, in prior years the results were incorporated into the Houston,

#	Question	Poor		Acceptable		Good		Excellent		Total
3	Support in reaching your educational goals	0.00%	0	0.00%	0	0.00%	0	100.00%	4	4
4	Prompt return of e-mails/phone messages	0.00%	0	0.00%	0	25.00%	1	75.00%	3	4
5	Quality of customer service	0.00%	0	0.00%	0	0.00%	0	100.00%	4	4

main campus figures.

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count	Bottom 3 Box	Top 3 Box
Support in reaching your educational goals	4.00	4.00	4.00	0.00	0.00	4	0.00%	100.00%
Prompt return of e-mails/phone messages	3.00	4.00	3.75	0.43	0.19	4	25.00%	100.00%
Quality of customer service	4.00	4.00	4.00	0.00	0.00	4	0.00%	100.00%

Historically,

Year	N =	Mean rating for advising items		
		Q1	Q2	Q3
16-17	4	4.0	3.75	4.0

* Does not include the Field Experience N.

Program Improvement Plans: The survey will be continually reviewed to make sure the questions address the services available to the students in the Lima program.

Prior Program Improvement(s): The standard was met, however, the processes will still be reviewed to identify if there is any way to increase the mean score of each category being rated. Some students in the Lima program do attend the main campus for their final two years, this is a consideration when measuring the results for just the Lima campus as the students that are part of that program are not necessarily at the Lima location.

To improve the academic advising process, the Office of Academic Advising will need to review the areas that were below the standard and then find new approaches to serving the needs of the students. Some areas that could be considered are:

- Continue to evaluate the orientation for students on the advising process upon acceptance to the college
- Updated information on degree plan and course requirements on the college website
- Incorporating degree requirements into PeopleSoft so that students may select courses for which they are eligible and reducing schedule changes throughout the semester.
- Develop a measurement that identifies items specific to the Lima campus.

Attachments-

HRMA 4353- Supervision & Leadership in the Hospitality Industry Written Paper Criteria and Grade Sheet

HRMA 4353
Supervision & Leadership in the Hospitality Industry Written Paper Criteria and
Grade Sheet

1. Format (15 possible points):
> Title
> Subtitles *(in left hand margin)*
> Team #/Student I.D. #'s on both pages (no names on paper)
> Grading sheet attached?
> Was the space used wisely? Not
> more than one page?
> Font, spacing, and easy to read?

2. Introduction (14 possible points):
> Are the topics briefly introduced?
> Is the organizational format established?

3. Relevant to Core Material (14 possible points):
> Did it refer to concepts discussed in-class and assigned readings?

4. Concern for Details (14 possible points):
> Was the topic discussed as thoroughly as possible given the space constraints?
> Were key points identified and discussed?
> > Was the information accurate?

5. Application (14 possible points:
> Was the information applied to the industry with a very specific example?

6. Grammar (24 possible points):
> Grammar
> Spelling (3 points off for each misspelled word; do not rely on spellcheck)
> Punctuation
> Word choice

7. Overall Presentation (5 possible points):
> Did the paper flow overall?
> Was the total presentation and the format of the information presented in an organized
> fashion?

TOTAL (100 possible points)