

M.S. in Hospitality Leadership
2023-2024 Assessment Plan

	Student Learning Outcome #1	<p>Analytical and Critical Evaluation Skills- Graduate students in HOSP 5371, Data Analysis, will demonstrate analytical and critical evaluation skills to be applied to both real-life case resolution and written research.</p> <p>Rationale: This objective is measured to meet the program outcome that graduates will be able to effectively analyze and evaluate case resolutions and research for future application in the field. A rubric will be completed by the course instructor to measure analytical and critical evaluation skills.</p>
PLAN	Assessment Method(s)	<p>Research evaluation- Graduate students in HOSP 5371, Data Analysis, will demonstrate effective evaluation skills of research. Data for this outcome will be collected following completion of Spring semester when the course is offered. A rubric (Comprehensive Project) will be utilized for measuring students' ability to effectively analyze and critically evaluate.</p> <p>Rationale: Program faculty believe analytical and critical evaluation skills are important for our graduates to succeed professionally in the field of Hospitality Leadership.</p> <p>Assessment Method: Comprehensive Project Rubric</p>
	Proficiency	A 70 out of 100 on the rubric.
DO	Benchmark	80% of students to score 70 out of 100 on the rubric.

	Results of Assessment	Four out of five students (80%) scored 70 or higher.
S T U D Y	Analysis of Results	Small sample size does not have a strong statistical power. Student Learning Objective #1 has been archived.

ACT	Improvement Plan for 2024-2025	We will need more students to properly assess the program.
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	Student Learning Outcome #2	<p>Research Writing Skills- Graduate students in HOSP 5341, Research Methods, will critically evaluate the intersection of scholarly literature and current industry practice with an eye to developing a personal and professional research agenda.</p> <p>Rationale: This objective is measured to meet the program outcome that graduates will demonstrate appropriate research writing skills in a research-intensive course. A rubric will be completed by the course instructor to measure research writing skills.</p>
PLAN	Assessment Method(s)	<p>Research Writing Skills- Graduate students in HOSP 5341, Research Methods, will demonstrate appropriate writing skills in a research-intensive course. Data for this outcome will be collected following completion of the Fall semester when the course is taught. A rubric (Research Proposal) will be used for measuring research writing skills.</p> <p>Rationale: Program faculty believe appropriate writing skills are important for our graduates to succeed professionally in the field of Hospitality Leadership.</p> <p>Assessment Method: Research Proposal Rubric</p>
	Proficiency	A 70 out of 100 on the rubric.
DO	Benchmark	80% of students to score 70 out of 100 on the rubric.
	Results of Assessment	All five students received 70 or higher.

S T U D Y	Analysis of Results	<p>Small sample size does not have a strong statistical power. Student Learning Objective #1 has been archived.</p>
ACT	Improvement Plan for 2024-2025	<p>We will need more students to properly assess the program.</p>

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	Student Learning Outcome #3	<p>Management Skills- Graduate students in HOSP 5373, Ethics and Diversity, will utilize management theories, frameworks, and tactics to address ethics– and diversity-based issues and institute plans and practices to successfully address contemporary industry issues.</p> <p>Rationale: This objective is measured to meet the program goal that graduates will demonstrate utilization of management theories, frameworks, and tactics to address current hospital industry issues. A rubric will be completed by the course instructor to measure utilization and application of management skills.</p>
PLAN	Assessment Method(s)	<p>Management Skills- Graduate students in HOSP 5373, Ethics and Diversity, will demonstrate appropriate management skills. Data for this outcome will be collected following completion of the semester when the course is taught. A rubric (Case Study) will be used for measuring the utilization and application of the management skills.</p> <p>Rationale: Program faculty believe the use of management skills to guide the development of plans and practices are important for our graduates to succeed professionally in the field of Hospitality Leadership.</p> <p>Assessment Method: Case Study Rubric</p>
	Proficiency	A 70 out of 100 on the rubric.
DO	Benchmark	80% of students to score 70 out of 100 on the rubric.

	Results of Assessment	HOSP 5357 was not taught.
S T U D Y	Analysis of Results	

ACT	Improvement Plan for 2024-2025	
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Degree: 2023-2024 Assessment Plan		
	Student Learning Outcome #4	
PLAN	Assessment Method(s)	
	Proficiency	
DO	Benchmark	
	Results of Assessment	
S T U D Y	Analysis of Results	

ACT	Improvement Plan for 2024-2025	
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Degree: 2023-2024 Assessment Plan		
	Student Learning Outcome #5	
PLAN	Assessment Method(s)	
	Proficiency	
DO	Benchmark	
	Results of Assessment	
S T U D Y	Analysis of Results	

ACT	Improvement Plan for 2024-2025	
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Degree: 2023-2024 Assessment Plan		
	Student Learning Outcome #6	
PLAN	Assessment Method(s)	
	Proficiency	
DO	Benchmark	
	Results of Assessment	
S T U D Y	Analysis of Results	

ACT	Improvement Plan for 2024-2025	
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