Academic year 2024-2025

MS in Hospitality Management - MS-HOSL Learning Outcomes

## Analytical and Critical Evaluation Skills

Graduate students will demonstrate proficiency in analyzing hospitality market situations, employing critical thinking and data-based analysis to assess trends.

| MEASURES | RESULTS | ACTIONS |
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| **Final Exam**<br><br>Graduate students in HOSP 5371, Data Analysis, will demonstrate effective analytical skills in evaluating hospitality industry data. Data for this outcome will be collected at the end of the Spring semester when the course is offered. Exam scores will be used to measure students' ability to effectively analyze and critically interpret data sets in the hospitality and tourism industry.<br><br>Direct - Exam (Course)<br><br>*Data Analysis: HOSP 5371*<br><br>**Target**<br><br>80% of students to score 70 out of 100 on the rubric. | **MET**<br><br>Overall Proficiency<br>■ Met  ■ Not Met<br><br>0%　　　　　　　　100%<br><br>Met: 88%<br>Not Met: 12%<br><br>Met Total: 88%<br>Not Met Total: 13%<br><br>**Analysis**<br><br>8 of 9 students (88%) scored at least 80 out of 100. | *No actions have been added.* |
| **Project Paper**<br><br>Graduate students in HOSP 5374, Contemporary Issues in Hospitality and Tourism, will demonstrate effective critical evaluation skills of contemporary issues in the hospitality and tourism industry. Data for this outcome will be collected at the end of the Spring semester when the course is offered. Exam scores will be used to measure students' ability to effectively analyze and critically evaluate these issues.<br><br>Direct - Assignment<br><br>*Contemporary Issues: HOSP 5374*<br><br>**Target**<br><br>Target 80% of students to score 70 out of 100 on the rubric | **MET**<br><br>Overall Proficiency<br>■ Met<br><br>0%　　　　　　　　100%<br><br>*Values are not shown when too close to each other. Click or use arrow keys to see details.*<br><br>Met: 100%<br><br>Met Total: 100%<br>Not Met Total:<br><br>**Analysis**<br><br>3 of 3 students (100%) scored at least 70 out of 100 on Group Project Paper | *No actions have been added.* |

## Research and Communication Skills

Graduate students will develop and present research proposals using evidence-based practices, showcasing their ability to communicate effectively in both verbal and written formats.

| MEASURES | RESULTS | ACTIONS |
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| **Research Proposal**<br><br>Graduate students in HOSP 5381, Hospitality Capstone, will develop an academic research proposal, demonstrating their ability to conduct thorough literature reviews, formulate research questions, and design appropriate methodologies.<br><br>Data for this measure will be collected when the course is offered. The course grade will be used to assess students' research and communication skills.<br><br>Direct - Assignment<br><br>*Hospitality Capstone: HOSP 5381*<br><br>**Target**<br><br>80% of the students will achieve a score 70 out of 100. | **MET**<br><br>Overall Proficiency<br>■ Met<br><br><br><br>0%　　　　　　　100%<br><br>*Values are not shown when too close to each other. Click or use arrow keys to see details.*<br><br>Met:　　　　　100%<br><br>Met Total:　　　100%<br>Not Met Total:<br><br>**Analysis**<br><br>5 of 5 students (100%) received at least 70 of 100 on Research Proposal | *No actions have been added.* |
| **Research Proposal Presentation**<br><br>Graduate students in HOSP 5381, Hospitality Capstone, will create and deliver a presentation on their research proposal, incorporating both visual and verbal elements, and demonstrating professionalism and effective communication skills.<br><br>Data for this measure will be collected when the course is offered. The course grade will be used to assess students' research and communication skills.<br><br>Direct - Presentation<br><br>*Hospitality Capstone: HOSP 5381*<br><br>**Target**<br><br>Target 80% of students to score 70 out of 100 on the rubric | **MET**<br><br>Overall Proficiency<br>■ Met<br><br><br><br>0%　　　　　　　100%<br><br>*Values are not shown when too close to each other. Click or use arrow keys to see details.*<br><br>Met:　　　　　100%<br><br>Met Total:　　　100%<br>Not Met Total:<br><br>**Analysis**<br><br>5 of 5 students (100%) scored at least 80 of 80 on Research Proposal Presentation | *No actions have been added.* |

Management Skills

Graduate students will demonstrate their knowledge of current literature, relevant management concepts, marketing strategies, legal issues, and leadership principles specific to the hospitality and tourism industry.

| MEASURES | RESULTS | ACTIONS |
|---|---|---|
| **5358: Course Grade**<br><br>Students in HOSP 5358 Hospitality Law will understand legal principles in the hospitality industry, including contract development, legal analysis, managerial responsibilities, | **MET**<br><br>5358: Course Grade<br>■ Met　■ Not Met<br><br><br><br>0%　　　　　　　100% | *No actions have been added.* |

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| safety and security measures, and evaluating industry resources for current events.<br><br>Data for this measure will be collected at the end of the Spring semester when the course is offered. The course grade will be used to measure students' management skills.<br><br>Indirect - Overall Course Grade<br><br>*Hospitality Law: HOSP 5358*<br><br>**Target**<br><br>80% of students to score 70 out of 100. | Met: 83%  100%<br>Not Met: 17%<br><br>Met Total: 83%<br>Not Met Total: 17%<br><br>25_sp_Gradebook.xlsx<br><br>**Analysis**<br><br>5 of 6 students scored at least 70 out 100 on the course grade | | |
| **5360: Course Grade**<br><br>Students in HOSP 5360 Organizational Management for Services will understand the foodservice systems model, focusing on management functions, decision-making and leadership, HR and financial management, foodservice marketing, and the desirable outputs of the system.<br><br>Data for this measure will be collected at the end of the summer semester when the course is offered. The course grade will be used to measure students' management skills.<br>80% of the students will achieve a score 70 out of 100.<br><br>Indirect - Overall Course Grade<br><br>*Org Management for Services: HOSP 5360*<br><br>**Target**<br><br>80% of the students will achieve a score 70 out of 100. | **MET**<br><br>5360: Course Grade<br>■ Met<br><br>0%　　　　　　　　100%<br><br>*Values are not shown when too close to each other. Click or use arrow keys to see details.*<br><br>Met: 100%<br><br>Met Total: 100%<br>Not Met Total:<br><br>Gradebook_2025_sp.xlsx<br><br>**Analysis**<br><br>32 of 32 students (100%) scored at least 70 out of 100 on their course grade | *No actions have been added.* | |