

Academic Year 2025-2026

MS in Hospitality Management - MS-HOSL Learning Outcomes

Analytical and Critical Evaluation Skills **MET**

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

MEASURES	RESULTS	ACTIONS
Final Exam 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. Direct - Exam (Course) <i>Data Analysis: HOSP 5371</i> Target 80% of students to score 70 out of 100 on the rubric.	MET Overall Proficiency ■ Met ■ Not Met 0% 100% Met: 89% Not Met: 11% Met Total: 89% Not Met Total: 11% Analysis Target met; 89% of students to score 70 out of 100 on the rubric. The target is to have at least 80 % students.	<i>No actions have been added.</i>
Project Paper 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. Direct - Assignment <i>Contemporary Issues: HOSP 5374</i> Target Target 80% of students to score 70 out of 100 on the rubric	MET Overall Proficiency ■ Met 0% 100% <i>Values are not shown when too close to each other. Click or use arrow keys to see details.</i> Met: 100% Met Total: 100% Not Met Total:	<i>No actions have been added.</i>

Research and Communication Skills **MET**

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 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. 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. Direct - Assignment <i>Hospitality Capstone: HOSP 5381</i> Target 80% of the students will achieve a score 70 out of 100.	MET Overall Proficiency ■ Met  0%100% <i>Values are not shown when too close to each other. Click or use arrow keys to see details.</i> Met: 100% Met Total: 100% Not Met Total:	No actions have been added.
Research Proposal Presentation 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. 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. Direct - Presentation <i>Hospitality Capstone: HOSP 5381</i> Target Target 80% of students to score 70 out of 100 on the rubric	MET Overall Proficiency ■ Met  0%100% <i>Values are not shown when too close to each other. Click or use arrow keys to see details.</i> Met: 100% Met Total: 100% Not Met Total:	No actions have been added.

Conclusion

Target Met

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	MET 5358: Course Grade ■ Met	No actions have been added.

Students in HOSP 5358 Hospitality Law will understand legal principles in the hospitality industry, including contract development, legal analysis, managerial responsibilities, safety and security measures, and evaluating industry resources for current events. 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. Indirect - Overall Course Grade <i>Hospitality Law: HOSP 5358</i> Target 80% of students to score 70 out of 100.	 0% 100% <i>Values are not shown when too close to each other. Click or use arrow keys to see details.</i> Met: 100% Met Total: 100% Not Met Total: Analysis All 7 students enrolled in HOSP 5358 scored 80% or higher.	
5360: Course Grade 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. 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. 80% of the students will achieve a score 70 out of 100. Indirect - Overall Course Grade <i>Org Management for Services: HOSP 5360</i> Target 80% of the students will achieve a score 70 out of 100.	Analysis HOSP 5360 is scheduled for Summer 2026.	<i>No actions have been added.</i>