

Program Learning Outcomes, Undergraduate Program in Hospitality Management
Department of Hospitality Management
College of Human Ecology | Kansas State University

		Outcome Measures	
Specialized Content Area	Programmatic Learning Objectives	Direct Measures	Indirect Measures
Food and Beverage	The knowledge to manage the professional preparation, presentation, and service of quality food.	<p>HM 662 On the capstone project, 100% of students will score at the minimum acceptable level of proficiency ($\geq 70\%$), 80% of students will score at the proficient level ($\geq 80\%$), and 10% of students will score at the exceptional level of proficiency ($\geq 90\%$).</p> <p><i>Rational: The core competencies are encapsulated within the evaluation for this project. This project represents a capstone experience in the track, and includes evaluation of menu development, costing and budgeting marketing and sales, forecasting, and service planning.</i></p>	<p>Senior Survey On average, seniors will rate their knowledge to manage the professional preparation, presentation and service of quality food as a 3.0 or better on a 5.0 scale.</p>
Event Management	Develop a comprehensive plan to manage and evaluate functional systems in convention, meeting, and event operations.	<p>HM 663 On the capstone project, 100% of students will score at the minimum acceptable level of proficiency ($\geq 70\%$), 80% of students will score at the proficient level ($\geq 80\%$), and 10% of students will score at the exceptional level of proficiency ($\geq 90\%$).</p> <p><i>Rational: The core competencies are encapsulated within the evaluation for this project. This project represents a capstone experience in the track, and includes the planning and production of an actual event.</i></p>	<p>Senior Survey On average, seniors will rate their knowledge of internal and external components of lodging operations as a 3.0 or better on a 5.0 scale.</p>
Lodging	The knowledge to manage and evaluate functional systems in lodging operations.	<p>HMD 464 On the yield management project, 100% of students will score at the minimum acceptable level of proficiency ($\geq 70\%$), 80% of students will score at the proficient level ($\geq 80\%$), and 10% of students will score at the exceptional level of proficiency ($>90\%$).</p> <p><i>Rational: The core competencies are encapsulated within this project.</i></p> <p>HMD 664 On the Hotel Operations Tactics and Strategy (HOTS) simulation exercises, 100% of students will score at the minimum acceptable level of proficiency ($\geq 70\%$), 80% of students will score at the proficient level ($\geq 80\%$), and 10% of students will score at the exceptional level of proficiency ($>90\%$).</p> <p><i>Rational: The core competencies are encapsulated within the evaluation for this simulation exercise. This would include staffing levels, pricing, budgeting, and critical analysis. A rubric will be used to measure performance on the simulation exercise (to be developed).</i></p>	<p>Senior Survey On average, seniors will rate their ability to develop a comprehensive plan to manage and evaluate functional systems in convention, meeting, and event operations as a 3.0 or better on a 5.0 scale.</p>

Outcome Measures			
Overall Content Area	Programmatic Learning Objectives	Direct Measures	Indirect Measures
Management	Integrate human, financial, and physical resources management into hospitality operations.	<p>HM 422 On the three exams in HMD 422, 100% of students will score at the minimum acceptable level of proficiency ($\geq 70\%$) on average of their exams, 80% of students will score at the proficient level ($\geq 80\%$) on average of their three exams, and 10% of students will score at the exceptional level of proficiency ($>90\%$) on average of their three exams.</p> <p><i>Rational: The core competencies are encapsulated within the exams for HM 422. These include general accounting procedures, comprehension of financial statements, cost control methods, budgeting, and room revenue management.</i></p> <p>HM 423 On the three exams, 100% of students will score at the minimum acceptable level of proficiency ($\geq 70\%$) on average of their exams; 80% of students will score at the proficient level ($\geq 80\%$) on average of their three exams; and 10% of students will score at the exceptional level of proficiency ($>90\%$) on average of their three exams.</p> <p><i>Rational: The core competencies are encapsulated within these exam. These include the management of physical resources and facilities.</i></p> <p>HM 482 On the comprehensive final exam, 100% of students will score at the minimum acceptable level of proficiency ($\geq 70\%$), 80% of students will score at the proficient level ($\geq 80\%$), and 10% of students will score at the exceptional level of proficiency ($>90\%$).</p> <p><i>Rational: The core competencies are encapsulated within this exam. These include the theories of human resources, including selection, training, performance appraisal, compensation, and dismissal of employees.</i></p>	<p>Senior Survey On average, seniors will rate their knowledge of human resource laws and regulations as a 3.0 or better on a 5.0 scale.</p> <p>On average, seniors will rate their knowledge of financial management as a 3.0 or better on a 5.0 scale.</p>
Critical Thinking	Demonstrate the ability to develop, examine, question, and explore perspectives or alternatives to problems in hospitality operations.	<p>HM 475 On their final internship project, 100% of students will score at the minimum acceptable level of proficiency ($\geq 70\%$), 80% of students will score at the proficient level ($\geq 80\%$), and 10% of students will score at the exceptional level of proficiency ($>90\%$).</p> <p><i>Rational: The core competencies are encapsulated within the internship, which represents a capstone experience in the program. Core competencies addressed in this project include: identification of potential problems or situations within the organization, gather and analyze information, develop possible solutions, and make recommendations to management. Critical thinking skills in the internship project will be evaluated using a 200-point grading rubric on the written internship report.</i></p>	<p>Senior Survey On average, seniors will rate their ability to think critically as 3.0 or better on a 5.0 scale.</p>

Outcome Measures			
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Communication	Demonstrate the ability to use professional written and oral communication skills and technology to successfully communicate.	<p>HM 475 On their final written and oral reports, 100% of students will score at the minimum acceptable level of proficiency ($\geq 70\%$), 80% of students will score at the proficient level ($\geq 80\%$), and 10% of students will score at the exceptional level of proficiency ($>90\%$).</p> <p>Rational: <i>The internship represents a capstone experience in the program, and students are specifically required to complete a written and oral report; therefore the ability to communicate effectively in an oral and written manner is needed for the student to earn a score of 80% or better. Communication skills in the internship project will be evaluated by using a 200-point grading rubric for the written portion and 100-point grading rubric for the oral presentation.</i></p>	<p>Senior Survey On average seniors will rate their ability to communicate effectively as 3.0 or better on a 5.0 scale.</p>
Diversity	Demonstrate an understanding of the skills necessary to live and work in a diverse world.	<p>HM 475 On the diversity questions within the “management questions” assignment, 100% of students will score at the minimum acceptable level of proficiency ($\geq 70\%$), 80% of students will score at the proficient level ($\geq 80\%$), 10% of students will score at the exceptional level of proficiency ($>90\%$).</p> <p>Rational: <i>The core competencies are encapsulated within the internship, which represents a capstone experience in the program. Core competencies addressed in this project include: discussing and negotiating controversial issues, practicing skills in intercultural settings, and identifying key global and diversity issues in hospitality. Diversity awareness, understanding and skills in the internship project will be evaluated on using three selected questions from the “management questions” assignment and will be evaluated out of a possible 15 points on the grading rubric.</i></p>	<p>Senior Survey On average, seniors will rate their diversity awareness, understanding, and skills as a 3.0 or better on a 5.0 scale.</p>
Professional Development	Demonstrate professional ethics, provide leadership, and work effectively as a team member.	<p>HM 475 On the “Employer’s Performance Review”, 100% of students will have an average score at the minimum acceptable level of proficiency (≥ 3.5 on a 5.0 scale), 80% of students will have an average score at the proficient level (≥ 4.0 on a 5.0 scale), 10% of students will have an average score at the exceptional level of proficiency (≥ 4.5 on a 5.0 scale).</p> <p>Rational: <i>Employers during the students’ internship experience are asked to provide a written review of the student. This includes rating the students’ organization, communication, relationship with others (employees/managers/peers), and overall performance (See Appendix 7).</i></p>	<p>Senior Survey On average, seniors will rate their professional development as 3.0 or better on a 5.0 scale.</p>