

UNIT REPORT

**Tourism and Hospitality Business
Management - Reviewer's Report -
Academic Data**

Generated: 6/5/19, 10:13 AM

Tourism and Hospitality Business Management

Program Mission

Mission:

The mission of the Certificate program is to offer students with a comprehensive managerial knowledge base of the processes and strategies used by leading firms to gain a competitive advantage in the tourism and hospitality industry.

Start: 07/01/2017**End:** 06/30/2018

2017-18 PG 1 Enrollment

Goal: Enroll a median number of 25 students per year into the Certificate program**Evaluation Method:**

Number of certificate applicants.

Results:

In the 2017-18 academic year, 20 students applied to pursue the certificate. Of those applicants, 17 (85%) completed the certificate, 1 (0.5%) graduated without completing the certificate, and 2 (1%) are actively pursuing the certificate.

XOn Campus: true**XProgram CIP:** 52.0201**XOnline:** false**XOther Site:** false**XIf Other Site:**

2017-18 PG 2 Completion Rate

Goal: Achieve a 95% completion rate of students enrolled in the Certificate program per year**Evaluation Method:**

Review application data and certification data.

Results:

Of the 20 certificate seekers in 2017-18, 17 (85%) completed the certificate, 1 (0.5%) graduated without completing the certificate, and 2 (1%) are actively pursuing the certificate.

XOn Campus: true**XProgram CIP:** 52.0301**XOnline:** false**XOther Site:** false**XIf Other Site:**

2017-18 PG 3 Graduate

Goal: Graduate 10 students per year**Evaluation Method:**

Review certificate certification data and faculty budget

Results:

In the 2017-18 academic year, 25 students graduated with the certificate. Some students began pursuing the certificate prior to 2017.

XOn Campus: true**XProgram CIP:** 52.0201**XOnline:** false**XOther Site:** false**XIf Other Site:**

2017-18 SLO 1 Key concepts

Outcome: Discuss and explain key concepts and theories relevant to the tourism and hospitality business industry

SLO Area (select one): Knowledge (Grad)

Assessment Method:

A. HFT 6747 Marking in Hospitality and Tourism Journal Articles Commentary Assignment.

B. LEI 6931 Tourism and Hospitality Business Perspectives Individual Case Analysis Paper.

SLO Not Assessed This Year: false

Results:

A total of 61 students enrolled in the Spring 2018 HFT 6747. 100% of the students met or exceeded expectations in the case analysis. A total of 24 students enrolled in LEI 6931 in Fall 2017. 88% of the students meet or exceeded expectations in the case analysis. The results exceeded the minimum criterion of 80% of total student successfully completing the analysis.

Start: 07/01/2017

End: 06/30/2018

Threshold of Acceptability: 80

How many students did you assess for this outcome?: 61

How many students met the outcome?: 61

What percentage of students met the outcome?: 100

Does this meet your threshold of acceptability?: Yes

2017-18 SLO 2 Technical, communication and presentation skills

Outcome: Develop technical, communication and presentation skills often used in the tourism industry

SLO Area (select one): Skills (Grad)

Assessment Method:

A. HFT 6747 Marketing in Hospitality and Tourism Destination marketing plan project plan and presentation.

B. LEI 6931 Revenue Management in the Hospitality Business Group Project

SLO Not Assessed This Year: false

Results:

A total of 61 students enrolled in the Spring 2018 HFT 6747. 100% of the students met or exceeded expectations in the case analysis. A total of 27 students enrolled in LEI 6931 in Fall 2017. 88% of the students meet or exceeded expectations in the case analysis. The results exceeded the minimum criterion of 80% of total student successfully completing the analysis.

Start: 07/01/2017

End: 06/30/2018

Threshold of Acceptability: 80

How many students did you assess for this outcome?: 61

How many students met the outcome?: 61

What percentage of students met the outcome?: 100

Does this meet your threshold of acceptability?: Yes

2017-18 SLO 3 Ethical behaviors, cultural sensitivity, teamwork, professional conduct and professional communication

Outcome: Develop ethical behaviors, cultural sensitivity, teamwork, professional conduct and professional communication.

SLO Area (select one): Professional Behavior (Grad)

Assessment Method:

A. HFT 6747 Marketing in Hospitality and Tourism Destination marketing plan project plan and presentation.

SLO Not Assessed This Year: false

Results:

A total of 61 students enrolled in the Spring 2017 HFT 6747. 100% of the students met or exceeded expectations in the marketing plan project. The results exceeded the minimum criterion of 80% of total student successfully completing the plan.

Start: 07/01/2017

End: 06/30/2018

Threshold of Acceptability: 80

How many students did you assess for this outcome?: 61

How many students met the outcome?: 61

What percentage of students met the outcome?: 100

Does this meet your threshold of acceptability?: Yes

Program Goals Use of Results

Program: Tourism and Hospitality Business Management

Programmatic Use of Results:

The Tourism and Hospitality Curriculum committee reviewed the results.

Goal 1

20 students applied to pursue the certificate. The committee recommended a continued promotion of the certificate to graduate students.

Goal 2

Of the 20 certificate seekers in 2017-18, 17 (85%) completed the certificate, 1 (0.5%) graduated without completing the certificate, and 2 (1%) are actively pursuing the certificate. Based on the results from past years, the committee decided to adjust the goal to "achieve a 50% completion rate of students enrolled in the certificate program per year" in 2017. The committee recommended a continuation of the revised goal along with a continued promotion of the certificate program to graduate students.

Goal 3

25 students graduated with the certificate. Some students began pursuing the certificate prior to 2017. Based on the results from the past years the committee adjusted the goal to "graduate 10 students" per year in 2017, which is more realistic based on actual demand for the certificate. The committee recommended a continuation of the revised goal along with a continued promotion of the certificate program to graduate students.

Program Results Not Reported This Year:

SLO Use of Results

Program: Tourism and Hospitality Business Management

Programmatic Use of Results:

The Tourism and Hospitality Curriculum committee reviewed the results. The committee found that the program SLO results exceeded the goal of 80% student success for all three SLOs. The committee recommended no further actions be taken.

Program Results Not Reported This Year:

Certificate in Tourism and Hospitality Business Management

End: 06/30/2018

Start: 07/01/2017

Providing Department: Tourism and Hospitality Business Management

Assessment Cycle (All AAPs):

Assessment Cycle for: Certificate in Tourism and Hospitality Business Management

Warrington College of Business Administration

Analysis and Interpretation: May to August

Program Modifications: Completed by December

Dissemination: Completed by February

SLOs	Year	16-17	17-18	18-19	19-20	21-22
Content Knowledge						
#1		x	X	x	x	X
Skills						
#2		x	x	X	x	x
Professional Behavior						
#3		X	x	x	X	x

SLO Assessment Rubric (All AAPs):

Research (Graduate and Professional AAPs only):

Measurement Tools (Graduate and Professional AAPs Only):

Assessment Timeline (Graduate and Professional AAPs only):