

Program Assessment Report
Hospitality Management Bachelor of Science
Human Environmental Sciences
University of Arkansas
23-24

1. Department Name & Contact Information

Hospitality Management

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2. Department Mission

We develop stewards of hospitality who value the seven “C”s of UARK hospitality:

- Communication
- Collaboration
- Connection
- Community
- Creativity
- Competency
- Compassion

3. Program Goals (PGs)

Our program updated our program goals to those provided by the Accreditation Commission for Programs in Hospitality Administration (ACPHA):

- PG-1: Identify and apply the knowledge and skills necessary for hospitality and tourism operations
- PG-2: Develop and integrate a core set of business skills necessary to successfully operate a hospitality and tourism organization
- PG-3: Formulate business decisions in hospitality and tourism management
- PG-4: Demonstrate competence in the communication skills necessary for hospitality and tourism management
- PG-5: Evaluate leadership principles necessary in the diverse and global hospitality and tourism industry

4. Student Learning Outcomes (SLOs)

- SLO-1: Apply knowledge in the areas of food and beverage, lodging and tourism, events, and management. This includes industry professional certification opportunities, work experience, and internship opportunities. (PG-1, PG-3) AY 20-21
- SLO-2: Solve problems by researching options and evaluating multiple perspectives or alternatives to a professional and/or industry related situation. This includes integrating

human, financial, and physical resources management into the operations of the hospitality industry. (PG-1, PG-2, PG-3)

- SLO-3: Use critical thinking to develop and demonstrate alternatives to problems in hospitality operations. Demonstrate the ability to develop, examine, question, and explore perspectives or alternatives to problems in the hospitality industry. (PG-1, PG-3, PG-4)
- SLO-4: Demonstrate effective and professional communication in a range of situations: 1) Oral communication in one-on-one, group, and formal presentation settings, and 2) Written communication to clearly convey ideas and thoughts. (PG-3, PG-4) AY 20-21
- SLO-5: Implement professional practices and awareness in ethics, diversity, leadership, and global responsibility while working as a team member. (PG-2, PG-3, PG-4)

5. Assessment Reports for Student Learning Outcome 4

SLO-4: Demonstrate effective and professional communication in a range of situations: 1) Oral communication in one-on-one, group, and formal presentation settings, and 2) Written communication to clearly convey ideas and thoughts. (PG-3, PG-4)

Assessment Measure 1 – HOSP 1603

Vacation Project

- Goal: 75% of students at achieves 80% / Ideal: 75% of students exceeds 80%
- Results per instructor record:
 - Fall 2023 (Johnston): 92% at goal / Ideal: 92% at ideal
 - Spring 2024 (Johnston): 93% at goal / Ideal: 93% at ideal
- Summary of findings: Both goal and ideals were achieved in both semesters.
- Recommendations: Redesign measurement or goal and ideal to be more rigorous.

Assessment Measure 2 – HOSP 2653

Group Exercise 2

- Goal: 70% of students get 80 points / Ideal: 80% of students get 90 points
- Results per instructor record:
 - Fall 2023 (Johnston): 92% at goal / 88% at ideal
 - Fall 2023 (Powell): 95% at goal / 95% at ideal
 - Spring 2024 (Powell): 97% at goal / 89% at ideal
- Summary of findings: Both goals and ideals were achieved both semesters.
- Recommendations: Increased rigor/standards and update materials to reflect actual case studies, proforma forecasting and analytical skills.

Assessment Measure 3 – HOSP 4603/4602L

Final Presentation – Restaurant Evaluation

- Goal: 75% of students at achieves / Ideal: 75% of students at exceeds
- Results per instructor record:
 - Fall 2023 (Siahmakoun): 100% at achieves / 100% at exceeds
 - Spring 2024 (Siahmakoun): 100% at achieves / 100% at exceeds
- Summary of findings: Goals met in both semesters.
- Recommendations: Redesign measurement & goal and ideal to be more rigorous.

Assessment Measure 4 – HOSP 3623

Final project critical thinking rubric

- Goal: 75% of students at achieves / Ideal: 75% of students at exceeds
- Results per instructor record:
 - Fall 2023 (Hamm): 88% of students at achieves / 20% of students at exceeds
- Summary of findings: Met goal / Ideal is perhaps too large a stretch goal, consider adjusting since this goal has not been met in past years.
- Recommendations: Provide students clearer information about expectations to reach exceeds while working on project

Assessment Measure 5 – HOSP 4643

Event reflection

- Goal: 75% of students at achieves / Ideal: 75% of students at exceeds
- Results per instructor record:
 - Spring 2024 (Way): 97% at achieves / 97% of students at exceeds
- Summary of findings: Met goal and ideal but possibly too easily.
- Recommendations: No changes at this time. Possibly use a different task/assignment to measure.

Assessment Measure 6 – HOSP 4653

US vs EURO Rail System Assignment

- Goal: 75% of students at achieves / Ideal: 75% of students at exceeds
- Results per instructor record:
 - Spring 2024 (Siahmakoun): 91% of students at achieves / 77% of students at exceeds
- Summary of findings: Students surpassed both goals.
- Recommendations: Adjust goal or measurement to make it more difficult to reach. Consider using multiple assignments and/or a pre/post-test.

Assessment Measure 7 – HOSP 4663

Pitch Project

- Goal: 75% of students at achieves / Ideal: 75% of students at exceeds
- Results per instructor record:
 - Spring 2024 (Johnston): 100% achieved / 35% exceeded
- Summary of findings: All met goal of achievement but fewer excelled or exceeded expectations.
- Recommendations: Redesign measurement or goal to be more rigorous. Offer more guidance for the project.

Assessment Measure 8 – HOSP 4673

Final project report and presentation

- Goal: 75% of students at achieves / Ideal: 75% of students at exceeds
- Results per instructor record:
 - Fall 2023 (Hook): 100% at achieves / 98% at exceeds

- Summary of findings: Met goal and Ideal but perhaps too easily.
- Recommendations: Reexamine rubric for project and project for rigor.

Assessment Measure 9 – HOSP 3301

Dress for Success Assignment

- Goal: 100% of students at achieves / Ideal: 100% of students at exceeds
- Results per instructor record:
 - Fall 2023 (Siahmakoun): 98% met goal / 80% met ideal
 - Spring 2024 (Siahmakoun): 100% met goal / 93% met ideal
- Summary of findings: Achievement goal met by all students but not the ideal goal
- Recommendations: Consider adjusting goal or task for this SLO.

Assessment Measure 10 – HOSP 4693

Student blog assignments

- Goal: 75% of students score at least 80% / Ideal: 75% of students score at least 90%
- Results per instructor record:
 - Fall 2023 (Powell): 100% met goal / 100% met ideal
 - Spring 2024 (Powell): 100% met goal / 100% met ideal
- Summary of findings: Students executed weekly vlogs with no red-flag issues. They all seemed to be learning what we intend them to learn so far.
- Recommendations: To prepare them for a successful career, I recommend a more direct approach (1:1 meetings to augment Vlogs) and more quantifiable assessments along the way. Specific projects should be required at the host location that utilizes skills learned and of value to the intern location. Building resume worthy content.

6. Overall Recommendations

- The overall recommendation is to reexamine the goals and measures for assessing this SLO. Most met the goal, but few exceeded (met ideal) suggesting the need for realigning the goals and/or measurements. Further, many of the tasks/assignments/artifacts used to measure competency are dated and in need of updating to reflect current course content. Further training on how to assess competency for faculty and adjuncts is needed.

7. Action Plan

- The faculty will review these scores during early Fall and adjust accordingly. The assessment coordinator will hold a training in the Fall and Spring semesters to assist faculty on how to conduct assessment.

8. Schedule for Assessing Student Learning Outcomes

Student Learning Outcomes (SLO)	23-24	24-25	25-26	26-27	27-28	28-29
SLO-1: Apply knowledge in the areas of food and beverage, lodging and tourism, events, and management. This includes industry professional certification opportunities, work experience, and internship opportunities. (PG-1, PG-3)	X			X		
SLO-2: Solve problems by researching options and evaluating multiple perspectives or alternatives to a professional and/or industry related situation. This includes integrating human, financial, and physical resources management into the operations of the hospitality industry. (PG-1, PG-2, PG-3)		X			X	
SLO-3: Use critical thinking to develop and demonstrate alternatives to problems in hospitality operations. Demonstrate the ability to develop, examine, question, and explore perspectives or alternatives to problems in the hospitality industry. (PG-1, PG-3, PG-4)			X			X
SLO-4: Demonstrate effective and professional communication in a range of situations: 1) Oral communication in one-on-one, group, and formal presentation settings, and 2) Written communication to clearly convey ideas and thoughts. (PG-3, PG-4)	X			X		
SLO-5: Implement professional practices and awareness in ethics, diversity, leadership, and global responsibility while working as a team member. (PG-2, PG-3, PG-4)		X			X	