

**Program Assessment Report
Hospitality Management Bachelor of Science
Human Environmental Sciences
University of Arkansas
24-25**

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 (PG)

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 Outcome 5

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)

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 2024 (Johnston): 92% at goal / Ideal: 92% at ideal
 - Spring 2025 (Johnston): 93% at goal / Ideal: 93% at ideal
- Summary of findings: Both goal and ideals were achieved in both semesters.
- Recommendations: Redesign measurement, goal and ideal to be more rigorous. Update assignment to include a cooperative element.

Assessment Measure 2 – HOSP 2653

Exercise 2

- Goal: 70% of students get 80 points / Ideal: 80% of students get 90 points
- Results per instructor record:
 - Fall 2024 (Powell): 95% at goal / 95% at ideal
 - Spring 2025 (Powell): 97% at goal / 95% at ideal
- Summary of findings: Both goals and ideals were achieved in both semesters.
- Recommendations: Increased rigor/standards and update materials to reflect applicable and contemporary case studies, proforma forecasting, and analytical skills.

Assessment Measure 3 – HOSP 3623

Final project critical thinking rubric

- Goal: 75% of students at achieves / Ideal: 75% of students at exceeds
- Results per instructor record:
 - Fall 2024 (Way, Rhoads): 12% of students at achieves / 88% of students at exceeds
- Summary of findings: Met goal
- Recommendations: - No changes at this time.

Assessment Measure 4 – HOSP 3653

Final Project

- Goal: 100% of students at achieves / Ideal: 100% of students at exceeds
- Results per instructor record:
 - Fall 2024 (Rhoads): 87% met goal of meets expectations/ 13% met ideal of exceeding
 - Spring 2025 (Rhoads): 100% met goal / 100% met ideal
- Summary of findings: Achievement goal met by all students
- Recommendations: No recommendation, goals were met

Assessment Measure 5 – HOSP 4603/4602L

Final Presentation – Restaurant Evaluation

- Goal: 75% of students at achieves / Ideal: 75% of students at exceeds
- Results per instructor record:
 - Fall 2024 (Siahmakoun): 100% at achieves / 100% at exceeds
 - Spring 2025 (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 6 – HOSP 4643

Final project critical thinking rubric

- Goal: 75% of students at achieves / Ideal: 75% of students at exceeds
- Results per instructor record:
 - Spring 2025 (Way, Rhodes, Johnston, & Siahmakoun): 1% at achieves / 99% of students at exceeds
- Summary of findings: Met goal
- Recommendations: No changes at this time

Assessment Measure 7 – 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 2025 (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 8 – HOSP 4663

Sustainability Analysis Project

- Goal: 75% of students at achieves / Ideal: 75% of students at exceeds
- Results per instructor record:
 - Spring 2025 (Johnston): 100% achieved / 82% exceeded
- Summary of findings: All met the goal of achievement and most excelled or exceeded expectations.
- Recommendations: The scores indicate the task and measures are working properly and achieving their desired results. Could consider redesigning the measurement or goal to be more rigorous.

5. Overall Recommendations

Reevaluate SLO Goals & Measures: Although most students met the basic threshold, very few reached the “ideal” level. We recommend revisiting both the target levels and the instruments (rubrics, assignments, artifacts) to ensure they accurately capture higher-order mastery.

Modernize Assessment Artifacts: Many of the current tasks and assignments are outdated. Update or replace these artifacts so they align with today's course content, industry practices, and desired competencies.

6. Action Plan

In early Fall, the Hospitality faculty will:

- Analyze Assessment Data to identify which SLOs and measures need realignment.
- Adjust Goals & Rubrics to set more ambitious, yet achievable, targets.
- Revise or Replace Artifacts—develop updated assignments and evaluation tools that reflect current industry standards.
- Document Changes and communicate revisions to all course instructors before the semester begins.

7. 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	