

## Graduate Assessment of Student Learning

SLOs and Assessment Plan

(Revised September 11, 2017)

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### A. Program Information

Department: Hospitality Management

Program: PhD in Human Ecology with Specialization in Hospitality Administration

Contact Name: Junehee Kwon, PhD, RD

Contact Email: jkwon@ksu.edu

Program assessment website (includes all outcomes and a summary of your current report): <http://www.he.k-state.edu/hm/assessment/hmd-grad-fhm-phd-slo.pdf>

### B. Outcome Reporting

#### 1. Graduate School SLOs:

- **Knowledge**  
Demonstrate thorough understanding and/or competency in a specific area of emphasis, study, or profession.
- **Skills**  
Demonstrate the ability to apply knowledge through critical thinking, inquiry, analysis, and communication to solve problems and to produce scholarly and creative works including but not limited to design, art, performance, original research in the form of dissertation.
- **Attitudes and Professional Conduct**  
Exhibit an awareness of their responsibilities (professional integrity, ethical behavior, ability to work with diverse groups of peoples, etc.) and engage in professional conduct towards all constituent groups, including students, faculty, public, etc.

#### 2. Student Learning Outcomes for PhD in Human Ecology with Specialization in Hospitality Administration:

- **Student Learning Outcome 1: CONTENT KNOWLEDGE**  
Students will demonstrate the ability to successfully integrate concepts, theories, and research findings in the hospitality context, especially as these relate to the student's research focus.
- **Student Learning Outcome 2: RESEARCH SKILLS**  
Students will demonstrate the ability to successfully apply the results of their research to solve problems in the hospitality industry.
- **Student Learning Outcome 3: TEACHING SKILLS**  
Students will demonstrate the ability to successfully teach an undergraduate course as the instructor of record.
- **Student Learning Outcome 4: PRESENTATION SKILLS/PROFESSIONAL CONDUCT**  
Students will demonstrate the ability to successfully present research ideas, findings, and results.

#### 3. Assessment Method(s)

- **Student Learning Outcome 1**: Students will demonstrate the ability to successfully integrate concepts, theories, and research findings in the hospitality context, especially as these relate to the student's research focus.

**Measurements Used:**

- a. 75% of PhD students will pass the preliminary exam on the first attempt.
  - b. 95% of PhD students will pass the preliminary exam.
  - c. 80% of PhD graduates will strongly agree or agree with the statements: “My graduate department challenged me intellectually” and “I received a good education in my graduate department” of the graduate school exit survey.
- **Student Learning Outcome 2:** Students will demonstrate the ability to successfully apply the results of their research to solve problems in the hospitality industry.

**Measurements Used:**

- a. 85% of PhD students will receive an average of 4.0 or higher, when defending their doctoral dissertation, in the following seminar evaluation questions from faculty.
    - Literature review was thorough and the presenter demonstrated familiarity with the pertinent literature on this topic.
    - The presenter displayed a thorough understanding of research design, methodology, and data analysis.
    - The presenter was able to answer the questions posed by the audience.
  - b. 100% of PhD students will document one accepted manuscript or peer-reviewed conference paper before graduation.
- **Student Learning Outcome 3:** Students will demonstrate the ability to successfully teach an undergraduate course as the instructor of record.

**Measurements Used:**

- a. 85% of PhD students will receive a 3.5 or higher for the instructional styles section in TEVAL (average of all nine items).
- **Student Learning Outcome 4:** Students will demonstrate the ability to successfully present research ideas, findings, and results.

**Measurements Used:**

- a. 85% of PhD students will receive an average of 4.0 or higher in the following seminar evaluation questions from faculty.
  - The seminar content was organized and presented in a logical sequence.
  - The presenter was able to answer the questions asked by the audience.
  - I could understand what the presenter was saying.
  - The presenter had good eye contact with the audience.
  - The presenter displayed poise and confidence.
  - The presenter did not use gestures or mannerisms that were distracting.
  - Visual aids were well-organized, easily read, and professional in appearance.
- b. 100% of PhD students will provide at least two stand-up presentations (as the presenting author) in professional conferences or internal conferences such as Research and State.