

Graduate Assessment of Student Learning

SLOs and Assessment Plan

(Revised September 11, 2017)

A. Program Information

Department: Hospitality Management

Program: BS/MS, MBA/MS, MS 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-fhmda-ms-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 thesis.
- **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 BS/MS, MBA/MS, MS in Hospitality Administration:

- **Student Learning Outcome 1: CONTENT KNOWLEDGE**
Students will successfully demonstrate the ability to apply management concepts to hospitality operational issues.
- **Student Learning Outcome 2: PRESENTATION SKILLS/PROFESSIONAL CONDUCT**
Students will successfully demonstrate the ability to understand the research process and communicate the results.

3. Assessment Method(s)

- **Student Learning Outcome 1:** Students will successfully demonstrate the ability to apply management concepts to hospitality operational issues.

Measurements Used:

- 80% of students will receive an average of 4.0 or higher for the measurement related to content knowledge on the supervisory committee evaluation form completed after the final oral defense (thesis) or oral exit examination (non-thesis).
- 80% of students will complete the comprehensive term paper with 80% or better performance in HM 805, HM 815, or HM 825.
- 90% of MS 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 successfully demonstrate the ability to understand the research process and communicate the results.

Measurements Used:

75% of Master's students will receive an average of 4.0 or higher 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 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.