

Program Learning Outcomes, Undergraduate Program in Hospitality Management
Department of Hospitality Management
College of Health & Human Sciences | Kansas State University

Programmatic Learning Objectives	Outcome Measures	
	Direct Measures	Indirect Measures
Outcome 1: Identify and apply the knowledge and skills necessary for hospitality and tourism operations.	<p>HM 120 On the Comprehensive Final Exam, 100% of students will score at the minimum acceptable level of proficiency ($\geq 70\%$), 80% of students will score at the proficient level ($\geq 80\%$), and 10% of students will score at the exceptional level of proficiency ($\geq 90\%$). <i>(Formative)</i></p> <p>HM 650 On the Case Study assignments, 100% of students will score at the minimum acceptable level of proficiency ($\geq 75\%$), 80% of students will score at the proficient level ($\geq 85\%$), and 10% of students will score at the exceptional level of proficiency ($\geq 95\%$). <i>(Summative)</i></p>	<p>Senior Survey On average, seniors will rate their ability to operate and manage functional areas of hospitality organizations effectively and efficiently as a 3.0 or better on a 5.0 scale.</p> <p>On average, seniors will rate their ability to manage and evaluate functional systems in lodging operations as a 3.0 or better on a 5.0 scale.</p> <p>On average, seniors will rate their ability to plan, organize, market, and manage convention, meeting, and event operations as a 3.0 or better on a 5.0 scale.</p> <p>On average, seniors will rate their ability to manage and evaluate functional systems in food and beverage operations as a 3.0 or better on a 5.0 scale.</p>
Outcome 2: Develop and integrate a core set of business skills necessary to successfully operate a hospitality and tourism organization.	<p>HM 341 On the Recipe Adjustment and Costing Assignment, 100% of students will score at the minimally acceptable level of proficiency ($\geq 70\%$), 80% of students will score at the proficient level ($\geq 80\%$), and 10% of students will score at the exceptional level of proficiency ($\geq 90\%$). <i>(Formative)</i></p> <p>HM 363 On the contract law questions on Chapter Exam, 100% of students will score at the minimally acceptable level of proficiency ($\geq 70\%$), 80% of students will score at the proficient level ($\geq 80\%$), and 10% of students will score at the exceptional level of proficiency ($\geq 90\%$). <i>(Formative)</i></p> <p>HM 482 On the average of all exams, 100% of students will score at the minimum acceptable level of proficiency ($\geq 70\%$), 80% of students will score at the proficient level ($\geq 80\%$), and 10% of students will score at the exceptional level of proficiency ($\geq 90\%$). <i>(Summative)</i></p> <p>HM 422 On the average of all exams, 100% of students will score at the minimally acceptable level of proficiency ($\geq 70\%$), 80% of students will score at the proficient level ($\geq 80\%$), and 10% of students will score at the exceptional level of proficiency ($\geq 90\%$). <i>(Summative)</i></p> <p>HM 422 On the Case Study Assignment, 100% of students will score at the minimally acceptable level of proficiency ($\geq 75\%$), 80% of students will score at the proficient level ($\geq 85\%$), and 10% of students will score at the exceptional level of proficiency ($\geq 95\%$). <i>(Summative)</i></p>	<p>Senior Survey On average, seniors will rate their ability to calculate, analyze, and make managerial decisions based on analysis of cost and financial data as a 3.0 or better on a 5.0 scale as a 3.0 or better on a 5.0 scale.</p> <p>On average, seniors will rate their ability to identify and recognize legal issues that may impact hospitality organizations as a 3.0 or better on a 5.0 scale.</p> <p>On average, seniors will rate their ability to explain revenue management as it relates to hospitality operations as a 3.0 or better on a 5.0 scale.</p>

<p>Outcome 2: Develop and integrate a core set of business skills necessary to successfully operate a hospitality and tourism organization. <i>(continued)</i></p>	<p>HM 621 On the contract law short answer question on the first exam, 100% of students will score at the minimally acceptable level of proficiency ($\geq 70\%$), 80% of students will score at the proficient level ($\geq 80\%$), and 10% of students will score at the exceptional level of proficiency ($> 90\%$). <i>(Summative)</i></p> <p>HM 424 On the Final Project, 100% of students will score at the minimally acceptable level of proficiency ($\geq 70\%$), 80% of students will score at the proficient level ($\geq 80\%$), and 10% of students will score at the exceptional level of proficiency ($\geq 90\%$). <i>(Summative)</i></p>	
<p>Outcome 3: Demonstrate competence in the communication skills necessary for hospitality and tourism management.</p>	<p>HM 303 On their Job-Related Research Proposal presentation, 100% of students will score at the minimally acceptable level of proficiency ($\geq 70\%$), 80% of students will score at the proficient level ($\geq 80\%$), and 10% of students will score at the exceptional level of proficiency ($> 90\%$) on the HM oral communication rubric criteria. <i>(Formative)</i></p> <p>HM 303 On their Job-Related Research Proposal, 100% of students will score at the minimally acceptable level of proficiency ($\geq 70\%$), 80% of students will score at the proficient level ($\geq 80\%$), and 10% of students will score at the exceptional level of proficiency ($> 90\%$) on the HM written communication rubric criteria. <i>(Formative)</i></p> <p>HM 475 On their oral presentation, 100% of students will score at the minimally acceptable level of proficiency ($\geq 70\%$), 80% of students will score at the proficient level ($\geq 80\%$), and 10% of students will score at the exceptional level of proficiency ($> 90\%$) on the HM oral communication rubric criteria. <i>(Summative)</i></p> <p>HM 650 On their Case Development Project, 100% of students will score at the minimally acceptable level of proficiency ($\geq 70\%$), 80% of students will score at the proficient level ($\geq 80\%$), and 10% of students will score at the exceptional level of proficiency ($> 90\%$) on the HM written communication rubric criteria. <i>(Summative)</i></p>	<p>Senior Survey On average, seniors will rate their ability to use professional oral communication skills and technology to successfully communicate as a 3.0 or better on a 5.0 scale.</p> <p>On average, seniors will rate their ability to use professional written communication skills and technology to successfully communicate as a 3.0 or better on a 5.0 scale.</p>
<p>Outcome 4: Formulate business decisions in hospitality and tourism management</p>	<p>HM 303 On their Job-Related Research Proposal presentation, 100% of students will score at the minimally acceptable level of proficiency ($\geq 70\%$), 80% of students will score at the proficient level ($\geq 80\%$), and 10% of students will score at the exceptional level of proficiency ($> 90\%$) on the overall project rubric. <i>(Formative)</i></p> <p>HM 475 On their Final Internship Project, 100% of students will score at the minimally acceptable level of proficiency ($\geq 70\%$), 80% of students will score at the proficient level ($\geq 80\%$), and 10% of students will score at the exceptional level of proficiency ($\geq 90\%$). <i>(Summative)</i></p>	<p>Senior Survey On average, seniors will rate their ability to formulate business decisions in hospitality management as a 3.0 or better on a 5.0 scale</p>

<p>Outcome 5: Evaluate leadership principles necessary in the diverse and global hospitality industry.</p>	<p>HM 351 On their Leadership Evaluations, 100% of students will score at the minimally acceptable level of proficiency ($\geq 70\%$), 80% of students will score at the proficient level ($\geq 80\%$), and 10% of students will score at the exceptional level of proficiency ($\geq 90\%$) on the HM 351 leadership rubric criteria. (Formative)</p> <p>HM 475 On the diversity questions within the Management Questions assignment, 100% of students will score at the minimally acceptable level of proficiency ($\geq 70\%$), 80% of students will score at the proficient level ($\geq 80\%$), 10% of students will score at the exceptional level of proficiency ($\geq 90\%$).</p> <p>HM 482 On the Leadership assignment, 100% of students will score at the minimum acceptable level of proficiency ($\geq 70\%$), 80% of students will score at the proficient level ($\geq 80\%$), and 10% of students will score at the exceptional level of proficiency ($\geq 90\%$).</p>	<p>Senior Survey On average, seniors will knowledge of the principles of leadership as a 3.0 or better on a 5.0 scale.</p> <p>On average, seniors will rate their ability to practice sensitivity, adaptability, and flexibility in intercultural settings in the workplace as a 3.0 or better on a 5.0 scale.</p>
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