Undergraduate Program Assessment

Department of Hospitality & Tourism Management

The Department of Hospitality & Tourism Management is a department within the Isenberg School of Management. It is accredited by ACPHA, the Accreditation Commission for Programs in Hospitality Administration. Departmental assessment activities are designed to comply with ACPHA standards and requirements.

Departmental Learning Goals

- Students will understand the different sectors of the hospitality & tourism industry as well as the relevant processes and systems of each.
- Students will possess an understanding of the basic framework of the legal environment of the hospitality & tourism industry.
- Students will develop the ability to integrate academic concepts with practical industry applications.
- Students will be critical thinkers who possess strong management capabilities with a focus on leadership and team work.

Assessment Tools

- Survey Based Assessment: On an annual basis, the department conducts surveys of graduating seniors, recruiters, and faculty. Among other areas, the surveys include questions relevant to the assessment of student learning. The questions are determined by the Department Head with appropriate consultation with the faculty.
- Course Based Assessment: The faculty as a whole identified relevant courses to be utilized in on-going course based assessment. Course based learning objectives were then established for these courses which are now assessed on a regular schedule. Both on-ground and on-line courses undergo assessment.
- Graduating Seniors Focus Group: Once per year, the department head meets with a group of graduating seniors to assess their level of satisfaction with their educational experience in the department.

Utilization of Assessment Data

- At the annual faculty retreat, the Department Head reports the results to the faculty.
- Based on information learned from the assessment, the following is a sample of the types of activities the department has undertaken in response.
  - The curriculum committee updated the course numbering of certain courses to more accurately reflect their proper sequence and level in the curriculum which eliminated confusion for students.
  - The curriculum committees worked with relevant faculty members to modernize the titles of certain courses to more accurately reflect their content which eliminated confusion for students.
  - The department held an in-house workshop on developing and maintaining faculty “presence” when utilizing BBLearn toward the goal of improving the student learning experience in their online course work.

Future Plans

- We plan to incorporate new ideas and suggestions gleaned from the all-day assessment workshop made available to all members of the Isenberg School.
- We plan to determine what additional useful data may be available to the department as part of the Isenberg School of Management’s school-wide assessment activities.