

**SJSU Annual Program Assessment Form
Academic Year 2013-2014**

Department: Hospitality Management (HSPM)

Program: B.S. Hospitality, Tourism and Event Management (HTEM)

College: CASA

Website: www.sjsu.edu/hspm

_ Check here if your website addresses the University Learning Goals. <If so, please provide the link.>

Program Accreditation (if any): N.A.

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Date of Report: 6/6/2014

*****Special Note*****

This assessment report was based on the Fall 2011 curriculum of B.S. Hospitality, Tourism, and Event Management. Since Hospitality Management became a standalone department in Fall 2013, the curriculum has been revised. Faculty in the HSPM department realized that there are needs to revised program learn outcomes (PLOs) to align them with the university learning goals (UGLs). HSPM will submit a new assessment plan in Fall 2014.

Part A

1. List of Program Learning Outcomes (PLOs)

Upon successful completion of this program students will be able to:

- PLO 1: Illustrate essential business functions of lodging, food services, and event management.
- PLO 2: Synthesize the interrelationships among political/legal, economic, social and environmental factors and hospitality operations.
- PLO 3: Demonstrate effective communication skills.
- PLO 4: Identify a variety of types and formats of information sources, select appropriate search tools to find the needed information, and cite the sources.
- PLO 5: Identify laws affecting the hospitality industry.
- PLO 6: Evaluate operating results and apply the results in decision making.
- PLO 7: Utilize critical thinking skills in problem solving.
- PLO 8: Demonstrate professional behavior and competencies in customer service.

2. Map of PLOs to University Learning Goals (ULGs)

Matrix of Hospitality Management Program Learning Outcomes (PLOs) to SJSU University Learning Goals (ULGs)

Hospitality Management Program Learning Outcomes (PLOs)	SJSU University Learning Goals (ULGs)				
	ULG 1: Specialized Knowledge	ULG 2: Board Integrative Knowledge	ULG 3: Intellectual Skills	ULG 4: Applied Knowledge	ULG 5: Social and Global Responsibilities
PLO 1: Illustrate essential business functions of lodging, food services, and event management.	XX			XX	XX
PLO 2: Synthesize the interrelationships among political/legal, economic, social and environmental factors and hospitality operations.		XX	XX		XX
PLO 3: Demonstrate effective communication skills.		XX	XX	XX	
PLO 4: Identify a variety of types and formats of information sources, select appropriate search tools to find the needed information, and cite the sources.	XX		XX	XX	
PLO 5: Identify laws affecting the hospitality industry.		XX	XX		XX
PLO 6: Evaluate operating results and apply the results in decision making.	XX	XX	XX	XX	
PLO 7: Utilize critical thinking skills in problem solving.		XX		XX	
PLO 8: Demonstrate professional behavior and competencies in customer service.	XX	XX		XX	

3. Alignment – Matrix of PLOs to Courses

HTEM Core Courses and Program Student Learning Outcomes Matrix

		HTEM Program Student Learning Outcomes						
		Knowledge		Skills				Attitude
Core Courses	Hospitality Business Knowledge		Communication	Information Literacy	Leadership	Analytical	Critical Thinking	Professional Attitude
	PLO 1--Illustrate essential business functions of lodging, food services, and event management.	PLO 2-- Synthesize the interrelationships among political/legal, economic, social and environmental factors and hospitality operations.	PLO 3-- Demonstrate effective communication skills.	PLO 4—Identify a variety of types and formats of information sources, select appropriate search tools to find the needed information, and cite the sources.	PLO 5-- Identify laws affecting the hospitality industry.	PLO 6-- Evaluate operating results and apply the results in decision making.	PLO 7-- Utilize critical thinking skills in problem solving	PLO 8-- Demonstrate professional behavior and competencies in customer service.
001	I		I	I				I
011	R	I			R		I	I
012	I					I	I	
102	R, E	R	R		R	R		I
104		E	E	I	R	I	R	
105	I	I				R	R	
107		E			E		E	
108	I		R	E		R		
134	R	E			R	R		
140	R	R	E		R	R		
186	E	E	E			E	E	
191A	I		R					
191B	E		E			E	E	

I = Introduce, R = Reinforce, E = Emphasize

Assessment Methods for HTEM PLOs and Related Core Courses

PLOs	Descriptions	Related Core Courses	Assessment Methods
1	Illustrate essential business functions of lodging, food services, and event management.	HRTM 11 Restaurant Management	Students will be tested upon completion of the course for their level of knowledge in food and beverage services.
		HRTM 102 Hotel & Lodging Operations	Students will be tested upon completion of the course for their level of knowledge in hotel and lodging operation.
		HRTM 140 Meeting, Convention, and Event Industry	Students will be tested upon completion of the course for their level of knowledge in meeting and event management.
2	Synthesize the interrelationships among political/legal, economic, social and environmental factors and hospitality operations.	HRTM 104 Hospitality Marketing	Students at the end of the course will develop a marketing plan to address the interrelationships among political/legal, economic, social and environmental factors and marketing decisions. A rubric will be designed to assess students' ability to identify and interpret environmental factors in developing a marketing plan
		HRTM 186 Strategic Management	Students at the end of the course will develop a strategic plan for a hospitality business to address the interrelationships among political/legal, economic, social and environmental factors and strategic decisions. A rubric will be designed to assess students' ability to identify and interpret environmental factors in developing business strategies.

3	Demonstrate effective communication skills.	HRTM 102 Hotel & Lodging Operations	Students will present a current affair related to hotel and lodging operations. A rubric will be designed to assess students' presentation skills.
		HRTM 104 Hospitality Marketing	Students will present a current affair related to hotel and lodging operations. A rubric will be designed to assess students' presentation skills.
		HRTM 108 Hospitality Information Systems	Students will present an information technology system related to hospitality and event operations. A rubric will be designed to assess students' presentation skills.
		HRTM 186 Strategic Management	Students will complete and present a strategic plan at the end of this course. Both oral and written communication skills will be assessed by a rubric.
4	Identify a variety of types and formats of information sources, select appropriate search tools to find the needed information, and cite the sources.	HRTM 186 Strategic Management	Senior students at the end of this capstone course will develop a strategic plan. Students need to demonstrate their ability and skills in identifying information need, select appropriate search tools to find the needed information, and use consistent referencing style to cite the sources of information.

5	Identify laws affecting the hospitality industry.	HRTM 107 Legal Aspects of Hospitality Management	Students will be tested by an embedded test at the end of the course.
		HRTM 134 Human Resources Management	Students will be tested by an embedded test at the end of the course.
6	Evaluate operating results and apply the results in decision making.	HRTM 105 Finance in Hospitality	Students will be assessed by their ability and skills in using Excel to perform financial analysis.
7	Utilize critical thinking skills in problem solving.	HRTM 186 Strategic Management	Case study.
8	Demonstrate professional behavior and competencies in customer service.	HRTM 191A Internship A	Upon completion of internship, on-site internship supervisor will rate the students on their skills necessary to succeed in the workplace.
		HRTM 191A Internship B	Upon completion of internship, on-site internship supervisor will rate the students on their skills necessary to succeed in the workplace.

4. Planning – Assessment Schedule

SLOs	↓Semester after Program Review				Semester before next Program Review ↓					
	F09	S10	F10	S11	F11	S12	F12	S13	F13	S14
1						C	D	I		
2					C	D	I			
3						C	D	I		
4							C	D	I	
5						C	D	I		
6					C	D	I			
7							C	D	I	
8						C	D	I		

C—collect data, D—discussion results, I—implement changes

5. Student Experience

HSPM will update its website and will include SJSU ULGs and HTEM PLOs on its website.

Starting Fall 2014, all courses offered by HSPM will include PLOs. All courses should define measurable CLOs, and the instructors should have a plan for collecting assessment data.

Part B

<The following items 6-9 will be provided by the IEA office by March 1 every year. The departments are welcome to obtain the data on their own, and/or to report other relevant data for their particular programs if deemed important.>

6. Graduation Rates for Total, Non URM and URM students (per program and degree)

<These numbers can be obtained for your program from the IEA website at <http://www.iea.sjsu.edu/> under Retention/Graduation. URM stands for Under-Represented Minorities. In some cases, the number of students who choose to report their ethnicity is too small to compute a reliable number, so please check if this is the case before interpreting. The university targets for first-time freshmen 6-yr graduation rates set by the Chancellor's Office are 51.6%, 47.8%, and 53.2%, for total, URM and Non-URM populations, by 2015-2016. The university targets for transfer and graduate students are not specifically published, but generally improvement is expected here too. >

7. **Headcounts of program majors and new students (per program and degree)**

First-time Freshmen	Fall 2009	Fall 2010	Fall 2011	Fall 2012	Fall 2013
Number Entering	20	20	18	20	13
1 Yr Continuation Rate	100.0%	75.0%	88.9%	85.0%	0.0%
Average SAT Composite	980	984	989	967	942
Average ACT Composite	20	16	22	20	20
Need Remediation : Math	40.0%	55.0%	33.3%	40.0%	46.2%
Need Remediation : English	60.0%	60.0%	33.3%	35.0%	38.5%

Undergraduate Students	Fall 2009	Fall 2010	Fall 2011	Fall 2012	Fall 2013
HeadCount	312	302	377	379	321
Full-time	82.7%	83.1%	82.5%	85.2%	89.7%
Part-time	17.3%	16.9%	17.5%	14.8%	10.3%
New Transfers	27	37	37	34	15
Gender :					
Men	18.9%	20.5%	24.7%	24.0%	23.1%
Women	81.1%	79.5%	75.3%	76.0%	76.9%
Ethnicity :					
Amlnd	0.6%	0.7%	0.3%	0.3%	0.3%
Black	5.1%	4.0%	2.4%	1.3%	1.6%
Asian	31.7%	31.8%	32.4%	30.1%	28.7%
Paclsl	1.0%	0.7%	0.3%	1.1%	0.3%
Hisp	13.5%	16.9%	15.6%	17.4%	14.6%
White	34.3%	32.1%	36.1%	34.6%	36.8%

8. SFR and average section size (per program)

SFR	Fall 2006	Fall 2007	Fall 2013
Lower Division	35.9	21.8	54.7
Upper Division	29.7	30.5	40.7
Total	31.4	27.7	43.3

Note: Student/Faculty Ratios (SFR) = Full-time Equivalent Students(FTES)/Full-time Equivalent Faculty (FTEF)

TOT_FTES	Fall 2006	Fall 2007	Fall 2013
Lower Division	40.8	37.7	50.3
Upper Division	92.9	107.7	165.6
Total	133.7	145.5	216.0

FTEF	Fall 2006	Fall 2007	Fall 2013
Lower Division	1.1	1.7	0.9
Upper Division	3.1	3.5	4.1
Total	4.3	5.3	5.0

Course data shown here come from the same prefix.

9. Percentage of tenured/tenure-track instructional faculty (per department)

Headcount	2013-2014				2014-2015			
	Fall		Spring		Fall		Spring	
	n	%	n	%	n	%	n	%
Tenured	2	16.67%	2	13.33%	2	15.38%	2	13.33%
Probational	1	8.33%	1	6.67%	1	7.69%	1	6.67%
Lecturers	9	75.00%	12	80.00%	10	76.92%	12	80.00%
Total	12		15		13		15	

FTEF	2013-2014				2014-2015			
	Fall		Spring		Fall		Spring	
	n	%	n	%	n	%	n	%
Tenured	1.60	29%	1.60	25%	1.40	20%	1.40	19%
Probational	1.00	18%	1.00	16%	2.00	29%	2.00	28%
Lecturers	2.93	53%	3.73	59%	3.60	51%	3.80	53%
Total FTEF	5.53		6.33		7.00		7.20	

Part C

10. Closing the Loop/Recommended Actions

Due to changes in curriculum, HSPM will submit a new assessment plan in Fall 2014

11. Assessment Data

<Please briefly describe the data collected for this report (i.e. how, when and why). The data can address achievement of PLOs and/or recommended actions. The instruments used and actual data can be attached as appendices as appropriate. >

12. Analysis

<Please discuss data and evaluate achievement of PLOs and/or progress on recommended actions. Please consider the composition of your students in your interpretation, if applicable. >

13. Proposed changes and goals (if any)