

**SJSU Annual Program Assessment Form
Academic Year 2015-2016**

Department: Hospitality Management
Program: B.S. in Hospitality, Tourism and Event Management (HSPM)
College: Applied Sciences and Arts
Program Website: www.sjsu.edu/hspm
Link to Program Learning Outcomes (PLOs) on program website: http://www.sjsu.edu/hspm/about_hspm/index.html
Program Accreditation (if any): N.A.
Contact Person and Email: Tsu-Hong Yen, tsu-hong.yen@sjsu.edu
Date of Report: June 1, 2016

Part A

1. List of Program Learning Outcomes (PLOs)

(PLOs should be appropriate to the degree and consider national disciplinary standards, if they exist. Each outcome should describe how students can demonstrate learning.)

PLO #1--Fundamental hospitality and tourism business principles

To interpret the fundamental principles of essential hospitality and tourism business functions

PLO #2--Discipline Specific Knowledge--Customer service

To demonstrate professional behavior and competencies in customer service

PLO #3--Leadership

To develop a range of leadership skills and abilities such as motivating others, leading changes, and resolving conflict.

PLO #4--Communication

To communicate effectively in oral and written communication

PLO #5--Problem solving, critical thinking

To analyze and solve problems, using appropriate tools and technology

PLO #6--Awareness of global diversity

To recognize the challenges and opportunities of working effectively with other people in a diverse environment

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

(Please indicate how your PLOs map to the University Learning Goals below by listing the PLO under each relevant ULG, or including this map in table form (see examples [here](#)). Use the link above for a full description of each ULG.)

1. **Map of PLOs to University Learning Goals (ULGs)**

	HSPM PLOs					
	PLO #1: Fundamental hospitality and tourism business principles	PLO #2: Discipline Specific Knowledge-- Customer service	PLO #3: Leadership	PLO #4: Communication	PLO #5: Problem solving, critical thinking	PLO #6: Awareness of global diversity
San Jose State University graduates will have developed:	To interpret the fundamental principles of essential hospitality and tourism business functions	To demonstrate professional behavior and competencies in customer service	To develop a range of leadership skills and abilities such as motivating others, leading changes, and resolving conflict.	To communicate effectively in oral and written communication	To analyze and solve problems, using appropriate tools and technology	To recognize the challenges and opportunities of working effectively with people in a diverse environment
Specialized Knowledge:						
Depth of knowledge required for a degree, as identified by its program learning outcomes.	XXX	XXX				
Broad Integrative Knowledge:						
Mastery in each step of an investigative, creative or practical project (e.g. brainstorming, planning, formulating hypotheses or complex questions, designing,					XXX	

creating, completing, and communicating).						
An understanding of the implications of results or findings from a particular work in a societal context (e.g. social or economic implications of a scientific finding).	XXX				XXX	
Students graduating with a baccalaureate degree will have demonstrated an understanding of critical components of broad academic areas, the arts, humanities, social sciences, and sciences and their integration.					XXX	XXX
Intellectual Skills:						
Fluency in the use of specific theories, tools, technology and graphical representation.				XXX	XXX	
Skills and abilities necessary for life-long learning: critical and creative thinking, effective communication, conscientious information gathering and processing, mastery of quantitative			XXX	XXX	XXX	

methodologies, and the ability to engage effectively in collaborative activities.						
Applied Knowledge:						
The ability to integrate theory, practice, and problem- solving to address practical issues.	XXX	XXX			XXX	
The ability to apply their knowledge and skills to new settings or in addressing complex problems.	XXX	XXX			XXX	
The ability to work productively as individuals and in groups			XXX	XXX		
Social and Global Responsibilities:						
The ability to act intentionally and ethically to address a global or local problem in an informed manner with a multicultural and historical perspective and a clear understanding of societal and civic responsibilities.			XXX			XXX
Diverse and global perspectives through engagement with the multidimensional SJSU community.				XXX		XXX

3. Alignment – Matrix of PLOs to Courses

(Please show in which courses the PLOs are addressed and assessed. The curriculum map should show increasing levels of proficiency and alignment of curriculum and PLOs. See examples [here](#))

HSPM PLOs and Core Courses

HSPM Core Courses	HSPM PLOs					
	PLO #1: Fundamental hospitality and tourism business principles	PLO #2: Discipline Specific Knowledge- -Customer service	PLO #3: Leadership	PLO #4: Communication	PLO #5: Problem solving, critical thinking	PLO #6: Awareness of global diversity
	Interpret the fundamental principles of essential hospitality and tourism business functions	Demonstrate professional behavior and competencies in customer service	Develop a range of leadership skills and abilities such as motivating others, leading changes, and resolving conflict.	Communicate effectively in oral and written communication	Analyze and solve problems, using appropriate tools and technology	Recognize the challenges and opportunities of working effectively with other people in a diverse environment
HSPM 65	I	I			I	I
HSPM 1	I	I	I			I
HSPM 11	R	R				R
HSPM 12	R				E	
HSPM 100W				E	E	
HSPM 102	R	R				R
HSPM 104	R	R		R	R	
HSPM 105	R				R	
HSPM 107	R					R
HSPM 108	R	R		R	R	
HSPM 121			R	R		R
HSPM 130	R	R	R			
HSPM 134	E			R		R
HSPM 177	E	E	E	E	E	
HSPM 191A	R	R		R		R
HSPM 191B	E	E	E	E		E

I = Introduce, R = Reinforce, E = Emphasize

Course #	Title
HSPM 065	Professional Seminars in Hospitality Management
HSPM 001	Introduction to Hospitality & Tourism Management
HSPM 011	Restaurant Management
HSPM 012	Cost Control in Hospitality
HSPM 100W	Writing Workshop
HSPM 102	Hotel and Lodging Operations
HSPM 104	Hospitality Marketing
HSPM 105	Finance in Hospitality
HSPM 107	Legal Aspects of Hospitality Management
HSPM 108	Hospitality Information Systems
HSPM 121	Hospitality Leadership and Management
HSPM 130	Hospitality Event Production
HSPM 134	Human Resources in HR&T
HSPM 177	Hospitality Service Management
HSPM 191A	Internship Level I
HSPM 191B	Internship Level II

4. **Planning – Assessment Schedule**

(Please provide a reasonable, multi-year assessment plan that specifies when a PLO will be assessed (A), when you might plan to implement changes as a result of your assessment (I), and, if applicable, when you might reassess a given PLO (R) to gauge the impact of the change. All PLOs should be assessed at least once during each program planning cycle (usually 5 years). Add rows and columns as necessary.)

HSPM PLOs		Semester Year									
		F14	S15	F15	S16	F16	S17	F17	S18	F19	S20
#1: Fundamental hospitality and tourism business principles	Interpret the fundamental principles of essential hospitality and tourism business functions	C	D	I, C	D	I, C	D	I, C	D	I, C	D
#2: Discipline Specific Knowledge--Customer service	Demonstrate professional behavior and competencies in customer service	C	D	I, C	D	I, C	D	I, C	D	I, C	D
#3: Leadership	Develop a range of leadership skills and abilities such as motivating others, leading changes, and resolving conflict.			C	D	I, C	D	I, C	D	I, C	D
#4: Communication	Communicate effectively in oral and written communication		C	D	I, C	D	I, C	D	I, C	D	I, C
#5: Problem solving, critical thinking	Analyze and solve problems, using appropriate tools and technology		C	D	I, C	D	I, C	D	I, C	D	I, C
#6: Awareness of global diversity	Recognize the challenges and opportunities of working effectively with other people in a diverse environment			C	D	I, C	D	I, C	D	I, C	D

5. Student Experience

- a. How are your PLOs and the ULGs communicated to students, e.g. websites, syllabi, promotional material, etc.?

PLOs of the Department of Hospitality Management are posted on the Department website, http://www.sjsu.edu/hspm/about_hspm/index.html. Map of Department of Hospitality Management Program Learning Outcomes (PLOs) to University Learning Outcomes (ULGs) is also posted.

- b. Do students have an opportunity to provide feedback regarding your PLOs and/or the assessment process? If so, please briefly elaborate.

Matrix of PLOs and HSPM curriculum was presented and discussed in HSPM 65 Professional Seminars in Hospitality Management class. Students were given opportunities to ask questions and to give feedback.

Part B

6. Assessment Data and Results

(Please briefly describe the data collected for this report (e.g., student papers, posters, presentations, portfolios, assignments, exams). The instruments used to evaluate student achievement (e.g., rubrics or other criteria) and actual data (e.g., assignment description or instructions) should be attached as appendices.)

Program Learning Outcomes	Course measured	Tool used	Analyses of results	Areas for future improvement
PLO #1: To understand the fundamental principles of essential hospitality and tourism business functions	HSPM 130 Hospitality Event Production CLO--Describe the professional functions and core competencies of an event planner/manger.	This CLO was measured through group participation, industry interviews, event evaluations, class discussion, guest speakers, group work, weekly quizzes, and a final intensive presentation.	In the Spring 2016 semester 56 students took the class with the average student grade of a "B". All but one student passed the class. The student not passing the class stopped attending class mid-way through the semester.	For the future it is recommended that this class actually produce a small event at the end of the semester to transform technical learning into practical learning. Field trips to event venues and additional guest speakers are also recommended.
PLO #2: To demonstrate professional behavior and competencies in customer service	HSPM 191A Internship I HSPM 191B Internship 2	This PLO was measured by five questions in the Supervisory Evaluation Form. At the end of each semester, a Supervisor Evaluation Form was send to student interns' supervisors. A copy of the Supervisory Evaluation Form is included in Appendix A	Assessment data was presented in Appendix B More than 95% of the students received Average, Above Average, and Excellent ratings.	Students need to learn how to initiate new ideas to improve services and take directions from their supervisors.
PLO #3: Develop a range of leadership skills and abilities such as motivating others, leading changes, and resolving conflict.	HSPM 1 Introduction to Hospitality Management CLO#1: Describe the relationship of human/ social need for hospitality services.	This CLO was measured by a discussion board. The topic was how California restaurants cope with the draught and to fulfill sustainability of social, environmental, and financial needs. Discussion question and grading rubric are included in Appendix B .	In Fall 2015, 83 students enrolled in HSPM 1. 78% of the students was able to identify the problem and suggested ways that restaurants could take a leadership role in coping with the draught.	Students need to read news about current trends in saving water.
PLO #4: To communicate effectively in oral and	HSPM 104 Hospitality Marketing	CLO #7 was measured by a group project of developing a marketing plan for a hospitality	In Spring semester 2016, 46 students took this class and	Areas need further improvement include students need to format the PPT slides better (e.g., to

written communication	CLO # 7 improve communication skills including writing, discussion, oral presentation and listening.	company. A rubric was developed to evaluate student group presentation (Appendix C).	100% of students received C or better grade.	consistent in font, text color, layout, etc.), to search market data through SJSU library more effectively, and to incorporate more data from related industry reports to support their arguments.
PLO #5: To analyze and solve problems, using appropriate tools and technology	HSPM 104 Hospitality Marketing CLO #4--conduct interview and survey to analyze customer buying behavior	CLO #4 was measured by an assignment of designing a questionnaire to survey consumer shopping behavior. Survey outcomes were integrated into the marketing plan project.	In Spring semester 2016, 46 students took this class and 100% of students received C or better grade.	Areas need improvement include students need to clarify the survey question better, to address the survey purposes in the beginning of the questionnaire, and to label question opinions more clear.
PLO #6: To recognize the challenges and opportunities of working effectively with other people in a diverse environment	HSPM 191A Internship I HSPM 191B Internship 2	This PLO was measured by five questions in the Supervisory Evaluation Form. At the end of each semester, a Supervisor Evaluation Form was send to student interns' supervisors. A copy of the Supervisory Evaluation Form is included in Appendix A	Assessment data was presented in Appendix B More than 95% of the students received Average, Above Average, and Excellent ratings.	Students need to learn how to initiate new ideas to improve services and take directions from their supervisors.

7. Analysis

(Please discuss the findings and evaluate the achievement of PLOs and/or progress on recommended actions.)

Analyses of results were included in the above table.

8. Proposed changes and goals (if any)

(Given your findings, please list the proposed changes and goals for the next academic year and beyond – that is, how will you “close the loop”?)

Proposed changes and areas for future improvement are included in the above table.

Part C

(This table should be reviewed and updated each year, ultimately providing a cycle-long record of your efforts to improve student outcome as a result of your assessment efforts. Each row should represent a single proposed change or goal. Each proposed change should be reviewed and updated yearly so as to create a record of your department’s efforts. Please add rows to the table as needed.)

Proposed Changes and Goals	Status Update
PLO #1 was revised as “To interpret the fundamental principles of essential hospitality and tourism business functions”	This revision has been approved by HSPM faculty.
PLO #6 was revised as “to recognize the challenges and opportunities of working effectively with other people in a diverse environment	This revision has been approved by HSPM faculty.
A new GE course, HSPM 111 Customs and Courtesies in Hospitality, has been developed to improve measurement of PLO#6.	This new GE course has been approved by CASA curriculum committee.
HSPM Faculty will review CLOs of their courses to use measurable verb for CLOs.	

Appendix

Appendix A—HSPM 191A & 191B Supervisory Evaluation Form and Assessment Data

Appendix B—HSPM 1 Discussion Question and Grading Rubric

Appendix C— HSPM 104 Hospitality Marketing Group Project Presentation Rubric

Appendix A—HSPM 191A & 191B Supervisory Evaluation Form and Assessment Data

SJSU Dept. of Hospitality Management Intern Supervisory Evaluation Form
Due Tuesday, May 25, 2016

For 191A interns, please return to: Dr. Tsu Hong Yen, Dept. of Hospitality Mgt., One Washington Sq. San Jose, Ca 95192-0211 Email: tsu-hong.yen@sjsu.edu FAX 408 924-3061

For 191B interns, please return to: Dr. Kate Sullivan, Internship Coordinator, Dept. of Hospitality Mgt. , One Washington Square, San Jose, CA 95192-0211 Email: kate.sullivan@sjsu.edu FAX 408 924-3061

My name is _____ Title _____ and I was this intern's supervisor over the past 14 weeks. Please print legibly.

Intern's name and title at worksite: _____

Please circle and respond to the following evaluative questions.

Did the intern regularly show up at designated times agreed upon? Yes No Most of the time
Explain, if other than yes:

Did the intern complete work assignments in a timely manner? Yes No Most of the time
Comments: _____

If you had a job opening, would you hire this intern? Yes No Maybe... with these improvements:

Please rate the intern's performance during the internship using the following scale: 1= Unsatisfactory
2= Needs improvement 3=Average 4=Above Average 5= Excellent

Q1: Degree of customer service ability and professionalism Score: _____

Q2: Degree of initiative and teamwork shown Score: _____

Q3: Ability to take direction and utilize feedback Score: _____

Q4: Knowledge about this industry/profession Score: _____

Q5: Enthusiasm for this industry/profession Score: _____

Additional comments about this student:

This is to verify that _____ (student's name) has completed ____ hours of internship under my supervision between the dates of ____/____ and ____/____, .

Direct Supervisor Signature _____

Please print your name, too. _____ Today's date _____

Thank you for your willingness to help us educate tomorrow's industry leaders!!

_____ I am interested in another intern from the SJSU Dept. of Hospitality Mgt.!!

HSPM 191A and HSPM 191B Assessment Outcomes

	191A		191B	
Q1: Degree of customer service ability and professionalism	n	%	n	%
1 - Unsatisfactory	0	0%	0	0%
2 - Needs Improvement	0	0%	0	0%
3 - Average	4	12%	3	10%
4 - Above Average	4	12%	5	16%
5 - Excellent	25	76%	23	74%
Q2: Degree of initiative and teamwork shown	n	%	n	%
1 - Unsatisfactory	0	0%	0	0%
2 - Needs Improvement	0	0%	1	3%
3 - Average	3	9%	0	0%
4 - Above Average	9	27%	9	29%
5 - Excellent	21	64%	21	68%
Q3: Ability to take direction and utilize feedback	n	%	n	%
1 - Unsatisfactory	0	0%	0	0%
2 - Needs Improvement	1	3%	0	0%
3 - Average	2	6%	2	6%
4 - Above Average	7	21%	10	32%
5 - Excellent	23	70%	19	61%
Q4: Knowledge about this industry/profession	n	%	n	%
1 - Unsatisfactory	0	0%	0	0%
2 - Needs Improvement	0	0%	0	0%
3 - Average	3	9%	2	6%
4 - Above Average	12	36%	10	32%
5 - Excellent	18	55%	19	61%
Q5: Enthusiasm for this industry/profession	n	%	n	%
1 - Unsatisfactory	0	0%	0	0%
2 - Needs Improvement	0	0%	0	0%
3 - Average	3	9%	2	6%
4 - Above Average	2	6%	5	16%
5 - Excellent	28	85%	24	77%

Appendix B—HSPM 1 Discussion Question and Grading Rubric

HSPM 1 Introduction to Hospitality Management, Section 1 and 2, Discussion Board

CA Drought, Restaurant, and Triple Bottom Line

In Chapter Two, we learned a concept called the triple bottom line (TBL, p. 126). A simple definition of TBL is an accounting framework with three parts: social, environmental (or ecological) and financial. These three divisions are also called the three Ps: people, planet and profit, or the "three pillars of sustainability" (www.wikipedia.org). In another word, business should seek long term sustainability among financial performance (profit), social responsibility (people), and environment.

As we all know, we have the worst four-year drought now in California, although we have enough rain for 2016. If you are not familiar with how bad the situation is, just watch these two videos.

KQED NEWSROOM: California's Extreme Drought, <https://youtu.be/Z8LDi8LzHYs>
California Drought Documentary - A State of Emergency, https://youtu.be/YIBRAo_cN2E

The drought has already created devastating effects on agriculture, and, then, the restaurant business. One of the most pressing challenges facing restaurants is how to cope with the drought.

Here are just two examples of reports.

How Restaurants Are Coping with the California Drought,

<http://openforbusiness.opentable.com/tips/how-restaurants-are-coping-with-the-california-drought/>

California's Drought Changes Habits in the

Kitchen, http://www.nytimes.com/2015/07/08/dining/california-drought-restrictions-kitchen-chef-restaurants.html?_r=0

For this week's discussion board, if you were the GM of a 200-seat full-service restaurant, please discuss.

- How do you use the concept of triple bottom line to let your owner and fellow employees know the importance of saving water?
- What is the concept of triple bottom line?
- Would saving water affect your business, e.g., losing business and profit?
- How can your restaurant save water consumption, both front of the house and back of the house?
- How can your restaurant seek balance among profit, people and environment?
- How do you let your customers know the methods that your restaurant use to save water? Is it important?
- Are there any best practices of saving water by restaurants you have experienced?

Discussion Board Grading Rubric

Main post	Critical thinking and quality	Outstanding 15	Meet Expectation 14 - 12	Acceptable 11 - 10	Need Improvement 9 - 5	Unacceptable or No post 0	15
	Length, 150 words, and stylistics	Meet expectation 3	Need improvement, Short by 10% 0		Unacceptable, short by 20% -3		3
	Timeliness, due Thursday at 11:59 pm	On time 2	Late by 1 day 0		Late by 2 or more days -2		2
Response #1	Critical thinking and quality	Meet Expectation 7		Acceptable 6 - 5	Need Improvement 4 - 3	Unacceptable or No post 0	7
	Length, 100 words, and stylistics	Meet expectation 2	Need improvement, Short by 10% 0		Unacceptable, short by 20% -2		2
Response #2	Critical thinking and quality	Meet Expectation 7		Acceptable 6 - 5	Need Improvement 4 - 3	Unacceptable or No post 0	7
	Length, 100 words, and stylistics	Meet expectation 2	Need improvement, Short by 10% 1		Unacceptable, short by 20% 0		2
2 responses should be separated by 12 hours		Meet expectation, 2		Did not separate by 12 hours, 0			2

Appendix C— HSPM 104 Hospitality Marketing Group Project Presentation Rubric

HSPM 104 Group Project Presentation Rubric

	High Quality	Average Quality	Low Quality
Content (10 points)	(8-10 points) Discuss all outlines in the project guidelines	(4-7 points) Discuss the majority of the project guidelines, but one or two topics are missing	(1-3 points) More than two themes in the project guidelines are missing.
Supporting Evidence & facts (10 points)	(8-10 points) Accurate and detailed use of specific evidence and facts to support arguments. Appropriate use of photos and graphs to illustrate the discussion.	(4-7 points) Use evidence and examples in general, but some supporting materials are not quite relevant or specific. Use a number of graphs and photos, but some materials are not related to the discussion.	(1-3 points) Few supporting evidence and facts, or many supporting materials are irrelevant. Few photos or graph.
Presentation Professionalism (10 points)	(8-10 points) Appropriate dress to impress, clear verbal communication, using various ways to engage audience, good time control, and professional design of Powerpoint document.	(4-7 points) Appropriate dress to impress, clear verbal communication, good eye contact with audience. But run out of presentation time, or more improvements needed in Powerpoint formatting (e.g., color, font, etc.)	(1-3 point) Verbal communication is not very clear, presentation is not engaging, or run out of presentation time.