



SAINT LOUIS  
UNIVERSITY

Saint Louis University  
Program Assessment Plan

**Program (Major, Minor, Core):** Minor/Certificate, Hospitality Management

**Department:** Organizational Studies

**College/School:** School for Professional Studies

**Person(s) Responsible for Implementing the Plan:** Katie Devany

**Date Submitted:** 10/8/15

Program Learning Outcomes	Curriculum Mapping	Assessment Methods	Use of Assessment Data
<p><i>What do you expect all students who complete the program to know, or be able to do?</i></p>	<p><i>Where is the outcome learned/assessed (courses, internships, student teaching, clinical, etc.)?</i></p>	<p><i>How do students demonstrate their performance of the program learning outcomes? How does the program measure student performance? Distinguish your direct measures from indirect measures.</i></p>	<p><i>How does the program use assessment results to recognize success and "close the loop" to inform additional program improvement? How/when is this data shared, and with whom?</i></p>
<p>Plan events, meetings, or conferences for any sector of the hospitality industry.</p>	<p>HMG 3200</p>	<p><u>Direct measure:</u> <b>Event Planning Process Blueprint;</b> group written report &amp; oral presentation. (Utilize industry resources such as the Convention Industry Council (CIC), Accepted Practices Exchange (APEX), and planning blueprints to plan a specific meeting/event.) Measured against standardized rubric.</p> <p><i>Student artifacts are collected electronically through Blackboard.</i></p> <p><u>Indirect measure:</u> Course evaluation</p>	<p>Course data is shared regularly with the faculty and reviewed by the Chair and Assistant Chair. Program objectives to be assessed are selected by Chair and Assistant Chair through a predetermined grouping cycle. All necessary adjustments are made based on the reported longitudinal data.</p>

Appraise the impact of service for a sector of the hospitality industry.	HMG 3400 HMG 4960	<p><u>Direct measure:</u> <b>Customer Service Audit (HMG 3400);</b> written report. (Assess overall customer service effectiveness of a selected hospitality organization.) Measured against standardized rubric. <b>Industry Best Practice Analysis (HMG 4960);</b> written report &amp; oral presentation. (Identifying best practices within the hospitality industry.) Measured against standardized rubric.</p> <p><i>Student artifacts are collected electronically through Blackboard.</i></p> <p><u>Indirect measure:</u> Course evaluation</p>	Course data is shared regularly with the faculty and reviewed by the Chair and Assistant Chair. Program objectives to be assessed are selected by Chair and Assistant Chair through a predetermined grouping cycle. All necessary adjustments are made based on the reported longitudinal data.
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- 1. It is not recommended to try and assess (in depth) all of the program learning outcomes every semester. It is best practice to plan out when each outcome will be assessed and focus on 1 or 2 each semester/academic year. Describe the responsibilities, timeline, and the process for implementing this assessment plan.**

The Organizational Studies program is in the midst of a program review, based on that review, we plan to restructure our program objectives. We then wish to assess two per year with them all being assessed and fully reviewed each program review cycle. This plan will be implemented immediately following the culmination of the current program review. Our goal is to have an embedded assessment in each core course that measures a program objective regardless of instructor. Those embedded assessments become the main measured program objectives in the capstone course.

- 2. Please explain how these assessment efforts are coordinated with Madrid (courses and/or program)?**

The efforts of our assessment is not coordinated with Madrid at this time.

- 3. The program assessment plan should be developed and approved by all faculty in the department. In addition, the program assessment plan should be developed to include student input and external sources (e.g., national standards, advisory boards, employers, alumni, etc.). Describe the process through which your academic unit created this assessment plan. Include the following:**

- a. Timeline regarding when or how often this plan will be reviewed and revised. (This could be aligned with program review.)

We plan on revising and creating between 1-3 objectives for the program.

- b. How students were included in the process and/or how student input was gathered and incorporated into the assessment plan.

Student input was gathered through course evaluations. Student were also surveyed as part of the ongoing academic program review.

- c. What external sources were consulted in the development of this assessment plan?

The Hospitality Industry Advisory Board was consulted based on their expertise to maintain relevancy in the program.

- d. Assessment of the manageability of the plan in relation to departmental resources and personnel

Due to the large majority of the courses being taught by adjunct faculty, the manageability and consistency of assessment is very difficult. Our strategy to strengthen the current plan is as follows:

- Complete the current program review and utilize findings and all recommendations form external parties.
- Streamline the program objectives to reflect the capstone more closely.