

CMU Assessment Plan Template

Program Graduate Certificate – Hospitality and Tourism
Assessment Coordinator Dr. Larry Smiley
Department(s) or Interdisciplinary Council Responsible for the Program ProfEd
Five-Year Implementation Dates (2003-2004 to 2007-2008)

1. Student Learning Outcomes for the program. List the Student Learning Outcomes in each of the domains that apply to the program.

The graduate certificate program is designed for regularly admitted graduate students who desire advanced training in the field of administration.

With a Certificate in Hospitality and Tourism Administration learners will be able to:

- 1. Examine suppliers of hospitality services.**
- 2. Apply the principles of hospitality service provider processes and organization.**
- 3. Articulate governmental regulation of the industry.**
- 4. Apply the managerial tools and techniques of the hospitality and tourism industry.**
- 5. Articulate and apply pricing considerations in the industry.**

2. **Curriculum Alignment of Student Learning Outcomes.** Where is the information introduced, emphasized, and/or reinforced in the courses required in the program? Use the format below to list the program Outcomes and the Required Courses. Fill in each cell with either an 'I' where the outcome is *introduced*, an 'E' where the outcome is *emphasized*, and/or an 'R' where the information is *reinforced*.

Program Student Learning Outcomes	CERTIFICATE COURSES			
	HSA 542	HSA 543	HSA 544	HSA 546
1		I, E		
2	R	R	R	I, E
3	I, E	R	R	R
4	R	E	R	E
5	R	R	R	R

I = Introduced E = Emphasized R = Reinforced

3. Evidence/Artifacts used to assess Student Learning Outcomes over the 5 year period of this Plan. What instruments will be used in each of the five years? When and where will they be administered in each of the five years? Which Student Learning Outcomes will be assessed during each of the 5 years? How will results be reported (e.g. percentages, ranks, state or national comparisons) for each of the 5 years?

Outcomes to be Assessed each Year	Instruments to be used each Year	Expected Measures from the Instruments	Academic Year
<u>Direct Measures:</u>			
Outcomes 1, 2, 3	Course-level assessment, using assignments in HSA 543 , graded by rubric or embedded test questions	Percent of possible points per outcome	2005 – 2006, 2006 – 2007 2007 – 2008, 2008 – 2009
Outcomes 4, 5	Course-level assessment, using assignments in HSA 546 , graded by rubric or embedded test questions	Percent of possible points per outcome	2005 – 2006, 2006 – 2007 2007 – 2008, 2006 – 2007
<u>Supporting Measures:</u>			
Outcomes 1, 2, 3, 4, 5	Alumni Survey – instrument attached	Detailed data analysis	2004 – 2005, 2006 – 2007 2008 – 2009
Outcomes 1, 2, 3, 4, 5	Current Student Survey – instrument being developed	Detailed data analysis	2005 – 2006, 2007 – 2008 2009 – 2010

4. Dissemination of Information over the 5 year period of this Plan. When, where, and how will results be disseminated to stakeholders in each of the 5 years?

Expected Measures from the Instruments	Affected Stakeholders	Dates and locations for dissemination of results
Alumni Survey – detailed data analysis	<ul style="list-style-type: none"> • Faculty • Students • MSA Council • Dean of ProfEd • Academic Senate • Board of Visitors 	<ul style="list-style-type: none"> • Faculty Development workshops • Aggregate data will be placed on ProfEd website • ProfEd newsletters to faculty and alumni
Current Student Survey – detailed data analysis		
Course-level problem-based assignments, evaluated per outcome		<ul style="list-style-type: none"> • In classes • Faculty Development workshops • Aggregate data will be placed on ProfEd website • ProfEd newsletters to faculty and alumni

Date sent to the Assessment Council _____

Date reviewed by the Assessment Council _____

Approval Date _____