

# University of Louisiana at Lafayette

## Detailed Assessment Report 2015-2016 Hospitality Management BSBA

As of: 11/01/2016 03:34 PM CENTRAL

(Includes those Action Plans with Budget Amounts marked *One-Time, Recurring, No Request.*)

### Mission / Purpose

*"The Hospitality Management program prepares undergraduate students to be leaders in the management of hospitality and related businesses in a global economy by providing core competencies and experiential learning opportunities in both business and hospitality."*

This mission is in alignment with those of the Moody College of Business and UL Lafayette, as a whole, as the university at all levels seeks to provide excellence in education, research, and public service, which will enable students to be successful in their respective fields of study. The emphasis of the HMGT program is communicated via program brochures and a program overview presented on the college's website.

### Other Outcomes/Objectives, with Any Associations and Related Measures, Targets, Findings, and Action Plans

#### O/O 1: HMGT 451: Awareness of cost control

To develop an awareness of cost control through the development and use of standardized recipes, raw costing forms and point of sale (POS) data.

#### Related Measures

##### **M 1: Awareness of Cost Control**

100% of Hospitality Management students enrolled in HMGT 451- Applied Quantity Foods; Goals: student should achieve an overall food cost below 35% using data collected from the POS financial reports. Food cost percentage is calculated by dividing each student's total food cost by total sales. FC% was changed from 25% to 35% in the Spring 2013. In the past, students were allowed to set their own menu price which impacts their food cost %. Students are now required to use a set \$12 menu price per person. This has increased the FC% values. Industry standard is 30-35%.

Source of Evidence: Project, either individual or group

#### **Target:**

100% of Hospitality Management students enrolled in HMGT 451- Applied Quantity Foods; Goals: student should achieve an overall food cost below 35% using data collected from the POS financial reports. Food cost percentage is calculated by dividing each student's total food cost by total sales.

#### **Finding (2015-2016) - Target: Met**

FC% = total food cost/total sales Explanation: 7 out of 7 (100%) students enrolled in HMGT 451 successfully kept their total food cost below 35% of total sales when using a set menu price of \$15 per person. Individual performance was as follows: Student FC% 18.34%, 28%, 23.67%, 15.78%, 25.16%, 27.37%, 26.23%

**Related Action Plans (by Established cycle, then alpha):****Awareness of Cost Control**

Explanation: Cost control is a key factor in the success or failure of a food service operation. Students enrolled in HRTM 404 are expected to control costs to achieve a desired profit level but also maintain quality and service. The goal was for 100% of students enrolled in HRTM 404 to hold their food cost to below 25% of total sales for their event day. Since 80% of students fulfilled the goal, the faculty will evaluate the impact of cost reduction on food and service quality and continue to stress the importance of cost control. With that said, the faculty recognizes the need to identify students who may be struggling with the financial aspects of the businesses earlier in the semester and to provide requisite guidance prior to their round as the kitchen manager.

**Established in Cycle:** 2011-2012

**Implementation Status:** Planned

**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** Awareness of Cost Control | **Outcome/Objective:**  
HMGT 451: Awareness of cost control

**Projected Completion Date:** 12/2011

**Responsible Person/Group:** Department Head & HRTM 404 faculty

**O/O 2: HMGT 451: Customer Satisfaction**

To develop an awareness of service and food product quality standards acceptable to the intended market.

**Related Measures****M 2: Customer Satisfaction**

100% of Hospitality Management students enrolled in HMGT 451- Applied Quantity Foods should receive an overall guest satisfaction score of 4.0 or higher out of 5.0 on the guest comment cards.

Overall satisfaction was measured on the customer comment cards distributed during each student's Lunch Club service. The measurement question asked: How was your overall experience? This question was measured on a 5 point scale.

Source of Evidence: Project, either individual or group

**Target:**

100% of students will receive an overall satisfactory guest score of 4.0 out of 5.0 on the comment cards.

**Finding (2015-2016) - Target: Met**

Overall satisfaction was measured on the customer comment cards distributed during each group's Lunch Club service. The measurement question asked: How was your overall experience? This question was measured on a 5 point scale. Explanation: 100% of enrolled students that lead the Lunch Club achieved a 4.0 or higher score on guests' overall satisfaction. 4.89, 4.83, 4.56, 4.72, 4.5, 4.83, 4.70

**Related Action Plans (by Established cycle, then alpha):****Customer Satisfaction**

Explanation: Customer satisfaction is extremely important in the service industry and must continue to be assessed in HRTM 404. Going

forward, the faculty will allocate additional time during the course to focus on “front of the house” guest service while ensuring that the “back of the house” food preparation and cost focus of the course is not compromised. The assessment objective was raised to account for 100% of the students in the course prior to this assessment and appears to be a realistic goal.

**Established in Cycle:** 2011-2012

**Implementation Status:** Planned

**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** Customer Satisfaction | **Outcome/Objective:**

HMGT 451: Customer Satisfaction

**Projected Completion Date:** 12/2011

**Responsible Person/Group:** Department Head & HRTM 404 Faculty

### **O/O 3: HMGT 451: Budgeting**

To develop managerial skills in financial management by use of budgeting.

#### Related Measures

#### **M 3: Budgeting**

100% of Hospitality Management students enrolled in the HMGT 452- Applied Quantity Foods should not exceed the food purchasing budget of \$325 for an event. Each student is allocated a \$325 budget and is expected to run their operation within these parameters. At the end of each student’s rotation, expenses were paid and likewise compared against their respective budgets.

Source of Evidence: Project, either individual or group

#### **Target:**

100% of students will not exceed the food purchasing budget of \$325 for an event.

#### Finding (2015-2016) - Target: Met

Assessment goal: 100% of students will not exceed the food purchasing budget of \$325 for an event. Each student is allocated a \$325 budget per event and is expected to run their operation within these parameters. At the end of each student’s rotation, expenses were paid and likewise compared against their respective budgets. Explanation: 100% of enrolled students operated within the \$325 budget. \$252, \$254, \$308, \$286, \$317, \$314, \$236

#### Related Action Plans (by Established cycle, then alpha):

#### **Budgeting**

Explanation: Customer satisfaction is extremely important in the service industry and must continue to be assessed in HRTM 404. Going forward, the faculty will allocate additional time during the course to focus on “front of the house” guest service while ensuring that the “back of the house” food preparation and cost focus of the course is not compromised.

**Established in Cycle:** 2009-2010

**Implementation Status:** Planned

**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** Budgeting | **Outcome/Objective:** HMGT 451:  
Budgeting

**Projected Completion Date:** 12/2011

**Responsible Person/Group:** Department Head & HRTM 404 faculty

## **Analysis Questions and Analysis Answers**

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**How were assessment results shared and evaluated within the unit?**

The Weave assessment results were shared with the HMGT faculty in the ACPHA (Accreditation Commission for Programs in Hospitality Administration) report which is submitted in December of each year.

**Identify which action plans [created in prior cycle(s)] were implemented in this current cycle. For each of these implemented plans, were there any measurable or perceivable effects? How, if at all, did the findings appear to be affected by the implemented action plan?**

Budgeting: By increasing the food budget by \$25 (\$275 total to \$330), a total of 100% of students were able to meet the criteria in the 2015-16 cycle compared to previous 2014-15 cycle of 90%. With the incremental increase in food prices, I would expect this criteria would begin to become more challenging as time progresses. When the percentage of students not meeting this criteria begin to increase, a budget increase may be necessary.

**What has the unit learned from the current assessment cycle? What is working well, and what is working less well in achieving desired outcomes?**

It is a benefit to analyze student performance year to year. Comparing budget, performance and costing really helps to focus on industry standards and stay on point when teaching the class. Those three criteria are commonly used in most hospitality businesses, not just Food and Beverage. Giving students real time budget and performance criteria are commonly used industry tools that students should master before graduation.