

2016-2017 Assessment Cycle MCOBA_Hospitality Management BSBA

Mission (due 1/20/17)

University Mission

The University of Louisiana at Lafayette offers an exceptional education informed by diverse worldviews grounded in tradition, heritage, and culture. We develop leaders and innovators who advance knowledge, cultivate aesthetic sensibility, and improve the human condition.

University Values

We strive to create a community of leaders and innovators in an environment that fosters a desire to advance and disseminate knowledge. We support the mission of the university by actualizing our core values of equity, integrity, intellectual curiosity, creativity, tradition, transparency, respect, collaboration, pluralism, and sustainability.

University Vision

We strive to be included in the top 25% of our peer institutions by 2020, improving our national and international status and recognition.

College / Department / Program Mission

College Mission

Provide the college mission in the space provided. If none is available, write "None Available in 2016-2017."

Mission: The B. I. Moody III College of Business Administration is a vibrant learning community in a culturally rich region. We foster intellectual curiosity, creativity, and innovation to produce a seasoned gumbo of successful professionals, scholars, and global citizens.

Vision: The vision of the B. I. Moody III College of Business Administration is to be recognized as a leader in developing ethically responsible professionals and scholars who positively impact our Acadiana region, Louisiana, and the global community.

Values:

Community: We establish and maintain meaningful relationships to create value for our university and stakeholders.

Discovery: We foster intellectual curiosity, creativity, and innovation.

Excellence: We are committed to teaching, research, and service with quality and distinction.

Integrity: We demonstrate ethical, socially responsible, and professional behavior.

Relevance: We provide relevant curricula in an ever changing business environment.

Respect: We promote mutual understanding and collegiality that embraces diverse perspectives.

Department / Program Mission

Provide the department / program mission in the space provided. If none is available, write "None Available in 2016-2017".

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.

Assessment Plan (due 1/20/17)

Assessment List (Goals / Objectives, Assessment Measures and Criteria for Success)

Assessment List

Goal/Objective	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.		
Legends	SLO - Student Learning Outcome/Objective (academic units);		
Standards/Outcomes			
Assessment Measures			
	Assessment Measure	Criterion	Attachments
	Direct - Observation of clinical performance	Target: 100% of Hospitality Management students enrolled in HMGT 451- Applied Quantity Foods; Goals: Students should achieve an overall food cost below 30% using data collected from the Point of Sale (POS) financial reports generated on their management day. Food cost percentage is calculated by dividing each student's total food cost by total sales. Industry standard for food cost is 25-35%.	

Goal/Objective	HMGT 451: Customer Satisfaction To develop an awareness of service and food product quality standards acceptable to the intended market.		
Legends	SLO - Student Learning Outcome/Objective (academic units);		
Standards/Outcomes			
Assessment Measures			
	Assessment Measure	Criterion	Attachments
	Indirect - 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.	

Goal/Objective	To develop managerial skills in financial management by use of budgeting.		
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Assessment Measures	Assessment Measure	Criterion	Attachments
	Direct - Capstone Assignment	100% of Hospitality Management students enrolled in the HMGT 452- Applied Quantity Foods should not exceed the food purchasing budget of \$300 for an event. Each student is allocated a \$300 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.	

Results & Improvements (due 9/15/17)

Results and Improvement Narratives

Assessment List Findings for the Assessment Measure level for 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.

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Assessment Findings					
	Assessment Measure	Criterion	Summary	Attachments of the Assessments	Improvement Narratives
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Assessment List Findings for the Assessment Measure level for HMGT 451: Customer Satisfaction To develop an awareness of service and food product quality standards acceptable to the intended market.

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Reflection (Due 9/15/17)

Reflection

1) How were assessment results shared in the unit?

Please select all that apply. If "other", please use the text box to elaborate.

Distributed via email

Presented formally at staff / department / committee meetings

Discussed informally (selected)

Other (explain in text box below) (selected)

Results will be submitted with our annual ACPHA accreditation report in December of each year. (Accreditation Commission for Programs in Hospitality Administration)

2) How frequently were assessment results shared in the unit?

Frequently (>4 times per cycle)

Periodically (2-4 times per cycle)

Once per cycle (selected)

Results were not shared this cycle

3) With whom were assessment results shared?

Please select all that apply.

Department Head

Dean / Asst. or Assoc. Dean

Departmental assessment committee

Other faculty / staff (selected)

4) What were the measurable or perceivable effects on your current (2016-2017) findings based on prior action plans (created in 2015-2016)?

Continued to ensure students were given proper tools and training to achieve success based on industry standards.

5) What has the unit learned from the current assessment cycle?

Students are doing well following the guidelines provided and working within their means to run a success food service operation.

Attachments**Attachments**

Upload any supporting documents related to your assessment plans, results, or improvements. Documents may include rubrics, survey questions, reports, etc. There is no limit to the number of documents you can upload.

Click "Select File" to upload document(s)