2017-2018 Assessment Cycle MCOBA_Hospitality Management BSBA

Mission (due 12/4/17)

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 / VP and Program / Department Mission

Mission of College or VP-area
Provide the mission for the College or VP-area in the space provided. If none is available, write "None Available in 2017-2018."
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.

Mission of Program / Department
Provide the program / department mission in the space provided. The mission statement should concisely define the purpose, functions, and key constituents. If none is available, write "None Available in 2017-2018."
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.

Attachment (optional)
Upload any documents which support the program / department assessment process.

Assessment Plan (due 12/4/17)

Assessment Plan (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.(Imported)		
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.(Imported)		
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.(Imported)
Legends	SLO - Student Learning Outcome/Objective (academic units);
Standards/Outcomes	
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 $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.	

Program / Department Assessment Narrative

The primary purpose of assessment is to use data to inform decisions and improve programs (student learning) and departments (operations); this is an on-going process of defining goals and expectations, collecting results, analyzing data, comparing current and past results and initiatives, and making decisions based on these reflections. In the space below, describe the program's or department's overall plan for improving student learning and/or operations (the "assessment plan"). Consider the following:
1) What strategies exist to assess the outcomes?
2) What does the program/department expect to achieve with the goals and objectives identified above?
3) How might prior or current initiatives (improvements) influence the anticipated outcomes this year?
4) What is the plan for using data to improve student learning and/or operations?
5) How will data be shared within the Program/Department (and, where appropriate, the College/VP-area)?

Assessment Process

In following the program's mission of preparing students to be leaders in the management of hospitality businesses by providing core competencies and experiential learning opportunities, Lunch Club affords students the opportunity. Students are being assessed on budgeting, customer service and cost controls; these are core competencies of operating a hospitality business. Assessment is conducted in the capstone course therefore if students are not reaching goals, teaching modifications can be made in lower level courses prior to students completing HMGT 451. Each new semester, the customer reviews, budget and cost control are evaluated by the instructor and incorporated in training before the restaurant is opened for the semester. The results will be distributed to the 3 HMGT faculty and department head for analysis each year.

Results & Improvements (due 9/15/18)
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.(Imported)

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.(Imported)
Legends	SLO - Student Learning Outcome/Objective (academic units);
Standards/Outcomes	
Assessment Measures	
Assessment Findings	

Assessment Measure	Criterion
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%.

Assessment Measure	Criterion	Summary	Attachments of the Assessments	Improvement Narratives
Direct - Observation of clinical performance	Has the criterion 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%. been met yet? Not met	Six of seven student groups met the objective of cost control per industry standards. The group who did not meet the criteria had a food cost of 42.29%. The date for the other six groups is: 25.3%, 19.31%, 21.92%, 17.24%, 20.3%, 18.75%.		- Assessment Process: Continuous monitoring: More criteria will be placed on menu selection and alternatives suggested in order to assist students with achieving overall food cost of 30% or below. Additionally, more marketing tactics of lunch club tickets to outside patrons will help to increase sales.

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.(Imported)

Goal/Objective	HMGT 451: Customer Satisfaction To develop an awareness of service and food product quality standards acceptable to the intended market.(Imported)
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Standards/Outcomes	
Assessment Measures	<table><tr><td>**Assessment Measure**</td><td>**Criterion**</td></tr><tr><td>Indirect - Satisfaction</td><td>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.</td></tr></table>
Assessment Findings	<table><tr><td>**Assessment Measure**</td><td>**Criterion**</td><td>**Summary**</td><td>**Attachments of the Assessments**</td><td>**Improvement Narratives**</td></tr><tr><td>Indirect - Satisfaction</td><td>Has the criterion 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</td><td>100% of the Hospitality Management students received an overall satisfaction score from patrons of a 4.0 on a 5.0 scale on each management day. The data is as follows: 4.82, 4.86, 4.94, 4.90, 4.36, 4.77, 5.</td><td></td><td>- Assessment Process: Continuous monitoring: The assessment objective will continue to me monitored; there are no immediate plans for implementation of new criteria.</td></tr></table>

		question was measured on a 5 point scale. been met yet? Met			

Assessment List Findings for the Assessment Measure level for To develop managerial skills in financial management by use of budgeting.(Imported)

Goal/Objective	To develop managerial skills in financial management by use of budgeting.(Imported)
Legends	SLO - Student Learning Outcome/Objective (academic units);
Standards/Outcomes	

Assessment Measures	

Assessment Measure	Criterion
Direct - Capstone Assignment	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.

Assessment Findings	

Assessment Measure	Criterion	Summary	Attachments of the Assessments	Improvement Narratives
Direct - Capstone Assignment	Has the criterion 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	100% of Hospitality Management students met the goal of a total food budget of $325 or less for each management day. The data is as follows: $313.83, $307.48, $324.99, $324.55, $317.52, $279.79, $324.23		- Assessment Process: Continuous monitoring: The assessment objective will continue to me monitored; there are no immediate plans for implementation of new criteria.

		compared against their respective budgets. been met yet? Met			

Reflection (Due 9/15/18)

Reflection

The primary purpose of assessment is to use data to inform decisions and improve programs and operations; this is an on-going process of defining goals and expectations, collecting results, analyzing data, comparing current and past results and initiatives, and making decisions based on these reflections. Recalling this purpose, respond to the questions below.

1) How were assessment results shared in the program / department?
Please select all that apply. If "other", please use the text box to elaborate.
Distributed via email (selected)
Presented formally at staff / department / committee meetings
Discussed informally
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?

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 (selected)
Departmental assessment committee (selected)
Other faculty / staff (selected)

4) Consider the impact of prior applied changes. Specifically, compare current results to previous results to evaluate the impact of a previously reported change. Demonstrate how the use of results improved student learning and/or operations.

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

5) Over the past three assessment cycles, what has been the overall impact of "closing the loop"? Provide

examples of improvements in student learning, program quality, or department operations that are directly linked to assessment data and follow-up analysis.

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

Attachments (optional)
Upload any documents which support the program / department assessment process.