



Public Disclosure of Student Learning

Institution	<u>Husson University</u>
Academic Business Unit	<u>College of Business</u>
Academic Year	<u>2015 - 2016</u>

Report of Student Learning and Achievement
Husson University
College of Business

For Academic Year: 2015-2016

Mission of the <i>College of Business</i>
<p>The mission of the College of Business centers on professionalism by providing a quality, student centric, experiential education which allows for critical, innovative and analytical abilities to develop. To achieve its mission, the College of Business develops and prepares the entrepreneurial leader by instilling acumen and integrity for entering the global workforce.</p>

- I. B.S. Hospitality Management – General; All Concentrations**
 - a. General**
 - b. Sales and Marketing**
 - c. Small Business and Entrepreneurship**

Student Learning Assessment for: <i>B.S. Hospitality & Tourism Management (General and All Concentrations)</i>	
Program Intended Student Learning Outcomes (B.S. Hospitality & Tourism Management – General and All Concentrations)	
1. <i>Students will explain the major concepts in the functional areas of accounting, marketing, finance and management.</i>	
2. <i>Students will evaluate the legal, social and economic environments of business</i>	
3. <i>Students will describe the global environment of business</i>	
4. <i>Students will apply ethical decision making skills and integrity in an ever-changing, global environment</i>	
5. <i>Students will demonstrate oral and written communication skills, appropriate to the profession</i>	
6. <i>Students will apply critical problem solving and professional skills in an experiential learning environment</i>	
7. <i>Students will demonstrate general and functional knowledge of Hospitality and Tourism Management principles including those related to the Food and Beverage Industry; the Lodging Industry; Travel and Tourism; and Sustainability.</i>	
Assessment Instruments for Intended Student Learning Outcomes—	Performance Targets/Criteria (Objectives) for Direct Measures:

Direct Measures of Student Learning:	
1. <i>AHLA Capstone Examination</i> B.S. Hospitality & Tourism Management ISLOs Assessed by this Measure: <i>Outcomes List ISLOs 1-3</i>	<i>At least 80% of all graduating BS Hospitality majors will score in the 50th percentile or higher in comparison to other peer institutions on the examination questions related to this ISLOs 1-3</i>
2. <i>Internship Performance Rubric</i> B.S. Hospitality & Tourism Management ISLOs Assessed by this Measure: <i>Outcomes List ISLOs 4-7</i>	<i>On the Internship Performance Rubric, at least 80% of the students in B.S. Hospitality Management will demonstrate acceptable (2) or exemplary (3) levels as measured by categories related to the ISLOs 4-7</i>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Targets/Criteria (Objectives) for Indirect Measures:
1. <i>Exit Survey</i> B.S. Hospitality & Tourism Management ISLOs Assessed by this Measure: <i>Outcomes List ISLOs 1-7</i>	<i>The Exit Survey utilizes a scale ranging from 1 (strongly disagree) to 5 (strongly agree) on all questions. Each individual learning outcome represents a distinct question on the exit survey. The mean score for all graduating students for each specific question will be 4.0, meaning the students agree to meeting each individual learning outcome.</i>
Learning Assessment Results: B.S. Hospitality & Tourism Management (General and All Concentrations)	
Summary of Results from Implementing Direct Measures of Student Learning:	
1. <i>100% of graduating students in this major scored in the 50th percentile or higher in comparison to other peer institutions on the examination questions related to this ISLOs 1-3</i>	
2. <i>100% of the students in B.S. Hospitality Management demonstrated acceptable (2) or exemplary (3) levels as measured by categories related to the ISLOs 4-7</i>	
Summary of Results from Implementing Indirect Measures of Student Learning:	
1. <i>Exit surveys (n = 10 students)</i> <i>Overall, the mean score for all graduating students for each specific question was 4.0 or higher, with the exception of ISLO 3</i> <ul style="list-style-type: none"> • <i>ISLO 1 = Mean of 4 on 5 point scale</i> • <i>ISLO 2 = Mean of 4 on 5 point scale</i> • <i>ISLO 3 = Mean of 3.7 on 5 point scale</i> • <i>ISLO 4 = Mean of 4.3 on a 5 point scale</i> • <i>ISLO 5 = Mean of 4.7 on a 5 point scale</i> 	

- ISLO 6 = Mean of 4.44 on a 5 point scale
- ISLO 7 = Mean of 4.6 on a 5 point scale

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
General Program ISLOs	<i>Direct Measure 1</i> AHLA Capstone Examination	<i>Direct Measure 2</i> Internship Performance Rubric	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1</i> Exit Survey	<i>Indirect Measure 2</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. Students will explain the major concepts in the functional areas of accounting, marketing, finance and management.	Met	N/A			Met			
2. Students will evaluate the legal, social and economic environments of business	Met	N/A			Met			
3. Students will describe the global environment of business	Met	N/A			Not Met			
4. Students will apply ethical decision making skills and integrity in an ever-changing, global environment	N/A	Met			Met			
5. Students will demonstrate oral and written communication skills, appropriate to the profession	N/A	Met			Met			
6. Students will apply critical problem solving and professional skills in an experiential learning environment	N/A	Met			Met			

7. <i>Students will demonstrate general and functional knowledge of Hospitality and Tourism Management principles including those related to the Food and Beverage Industry; the Lodging Industry; Travel and Tourism; and Sustainability.</i>	N/A	Met			Met			
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Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:
1. <i>Continue to monitor graduating students and their results on the Exit Survey as it relates to each ISLO</i>

* HSTM = Hospitality, Sport and Tourism Management