Degree Program - HS - Hospitality, Tourism, and Retail Management (PHD)

CIP Code: 52.0901.00
Disciplinary Accrediting Body: None
Degree Program Coordinator: Jessica Yuan
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Program Purpose Statement: The Hospitality Administration doctoral degree prepares graduates to function in a faculty role in institutions of higher education and to assume positions of responsibility and leadership in the hospitality industry.
Assessment Coordinator: Sheila Scott
Modality: Face-to-Face

Student Learning Outcome: Development of pedagogical aptitude

1. Discuss central issues and demonstrate techniques important to teaching in hospitality administration
Outcome Status: Active
Outcome Type: Student Learning
Start Date: 09/01/2006

Assessment Methods

| Performance - Formal university evaluation of teaching by students for those who teach organized classes. | (Active) |
| Criterion: The mean score for PhD students who teach formal classes or labs will be at least a 4.25 on a 5.0 scale on the questions: Overall, the instructor was an effective teacher and the course objectives were specified and followed by the instructor. |

| Capstone Assignment/Project - Students will prepare and present lesson plans in HRM 6315, Curriculum Development (Active) |
| Criterion: Students will score 3.0 on a 4.0 scale with 80% of the students |

Student Learning Outcome: Development of scholarly research

2. Demonstrate effective research skills through analysis of central issues, current research, and research needs to complete research projects.
Outcome Status: Active
Outcome Type: Student Learning
Start Date: 07/01/2006

Assessment Methods

| Dissertation - Completion and successful defense of a dissertation that is also accepted by Graduate School (Active) |
| Criterion: 95% of all PhD students who defend their dissertation will be successful. |
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Schedule: yearly

**Capstone Assignment/Project - RHIM 6325 - Hospitality Research.** Students write a research proposal which addresses a conceptual research problem. (Active)

**Criterion:** The mean score will be 3.0 or higher on a 4.0 scale, with 80% of the students meeting or exceeding the course pass threshold.

**Schedule:** Yearly

**Related Documents:**
- RHIM 6325 Research Proposal RUBRICS.pdf
- RHIM 6325 Research Proposal Description.pdf

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**Student Learning Outcome: Understanding of hospitality literature.**

3. Students demonstrate their understanding of the theories and literature related to hospitality industry.

**Outcome Status:** Active

**Outcome Type:** Student Learning

**Start Date:** 09/01/2019

**Assessment Methods**

**Capstone Assignment/Project - HRM 6330 (Active)**

**Criterion:** Students successfully complete the presentation scoring a 3.0 on a 4.0 scale, with 80% of the students exceeding the 80% course pass threshold.

**Schedule:** yearly

**Capstone Assignment/Project - HRM 6388 (Active)**

**Criterion:** Students successfully complete the presentation scoring a 3.0 on a 4.0 scale, with 80% of the students exceeding the 80% course pass threshold. Students will prepare a review of literature.

**Schedule:** Yearly upon launch.