

Assessment: Assessment Plan

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

CIP Code: 52.0901.00

Disciplinary Accrediting Body: None

Degree Program Coordinator: Jessica Yuan

Degree Program Coordinator Email: jessica.yuan@ttu.edu, deborah.fowler@ttu.edu

Degree Program Coordinator Phone: (806) 834-8446

Degree Program Coordinator Mail Stop: 1240

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

Schedule: yearly beginning in 2020-2021.

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 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](#)

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.