

**OKLAHOMA STATE UNIVERSITY**  
**SCHOOL OF HOTEL AND RESTAURANT**  
**ADMINISTRATION**

Assessment Plan for Major Code(s) 5161, 5162, and 5163  
Hotel Administration and Restaurant Management Options



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## **The Mission of the School of Hotel and Restaurant Administration:**

*The mission of the School of Hotel and Restaurant Administration is to provide superior learning, research, and service in a professional and caring environment.*

We will fulfill our mission by pursuing the following goals:

- 1. Provide an outstanding curriculum.**
- 2. Pursue interaction and engagement with industry professionals and colleagues.**
- 3. Develop regular communication with alumni.**
- 4. Maintain responsive advising.**
- 5. Insure that HRA prepares graduate students to be comprehensive future scholars.**

## **Desired Student Outcomes:**

1. Graduates apply their knowledge regarding the hospitality industry to whatever career track within the industry they pursue.
2. Graduates demonstrate a synthesis of knowledge and a capacity to think critically, which is reflective of a strong liberal education and a solid grounding in the content of their desired area of specialization.
3. Graduates are effective users of recent research and theory in hospitality operations management and can assess new advances in their specialties.
4. Graduates are recognized for excellent preparation and are vigorously recruited by employers.
5. Graduates express satisfaction with their academic preparation and the opportunities afforded to them by the School of Hotel and Restaurant Administration.
6. Students demonstrate a high degree of readiness and preparation for each progressive stage of development through their degree program once admitted.
7. Graduates seeking employment are successful in finding jobs in their specialty and/or meeting their goals.

## **Assessment Methods**

- Telephone Survey of HRA Alumni after one year.
- Embedded Assessments within the Capstone Course of Hospitality Business Skills.
- Survey of Hospitality Industry Employers.
- Telephone Survey of HRA Alumni after five years.
- Survey of HRA Seniors before Graduation.
- Telephone Survey of Recent Graduates of the HRA Master's Program

## **Analysis and Interpretation of Assessment Data**

Data derived from the assessment process will be used to improve the degree components and increase the effectiveness of graduates as they enter the hospitality industry. Each of the measures will be analyzed and interpreted according to proven statistical procedures.

The faculty of HRA will review the results of the data analysis and related interpretation for curriculum improvement and revision purposes. The School's faculty is committed to making continued improvement in the curriculum, as demonstrated by the recent zero-based curriculum revision completed by the school.

## **Assessment Results to Improve Student Learning**

Assessment data collected from industry, former students, and recent graduates for changes in courses offered, course content, textbooks used, outside reading assignments, etc. are welcome by faculty. These recommendations allow HRA to improve student learning by providing up to date materials, concentration on current industry issues, and the necessary skills to insure success in the workplace.