**Executive Summary of Program Assessment**

**Campus:** MU

**College/School:** CAFNR

**Academic Unit:** Hospitality Management

**Date Submitted:** 11/12/13

**Person Responsible for Success of Program:** Jinglu Tan, Director, Division of Food Systems & Bioengineering, and Eliza Tse, Professor and Chair of Hospitality Management

**Person Submitted Executive Summary:**

Patricia Okker, Faculty Fellow for Program Assessment and Accreditation, Office of the Provost

**Degree Programs**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Degree (e.g., BS, MA, PhD)** | **Degree Program** | **Enrollment** | | **Number of Degrees Awarded** | |
| **Most Recent Fall Semester**  **(Fall 2011)** | **5-Year Fall Semester Average** | **Most Recent Academic Year**  **(Fall 2011)** | **5-Year Average** |
| BS | Hospitality Management | 380 | 353 | 91 | 97 |

**Changes Since Last Review (2006)**

* Name of the program was changed from Hotel and Restaurant Management to Hospitality Management in 2011, with four emphasis areas: lodging management, food and beverage management, conference and events management, and sport venue management.
* The program began a PhD program, as an option in Food Science, in 2010. These numbers are provided within Food Science report.

**Strategies or Plans for Improving Program**

* Assessment of curriculum (both common and emphasis areas).
* Expansion of on-line offerings for a general hospitality management degree.
* Continue to strengthen the research and graduate programs.
* Build a strong alumni and industry network.
* Enhance the overall visibility of the program.