



# PROAC Form 1 - Hospitality Management - 2014

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| <b>NMC MISSION STATEMENT<br/>(Column 1)</b> | <b>Northern Marianas College, through its commitment to student learning, provides high quality, affordable and accessible educational programs and services for the individual and people of the Commonwealth.</b> |
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| <b>INTENDED PROGRAM/SERVICE OUTCOMES<br/>(Column 2)</b>  | <b>MEANS OF ASSESSMENT AND SUCCESS CRITERIA<br/>(Column 3)</b>   | <b>SUMMARY OF DATA COLLECTED<br/>(Column 4)</b>   | <b>USE OF RESULTS<br/>(Column 5)</b>  |
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| <p><b>SLO 1:</b><br/>Define quality service and describe the importance of service as a basis for successful competition in the hospitality industry.</p> <p><b>PLO 4:</b><br/>Explain current legal, ethical, social, financial, economic, and other environmental factors as they apply to business.</p> <p><b>GLO 4.1:</b><br/>Collect, organize and present information from various sources, including books, periodicals and the Internet.</p> | <p>About 75% of students will complete:<br/>(1) the assignment on Current Trends [in the Hospitality Industry] where they select a recent article (on topics that include but are not limited to trends in service, service marketing, sustainability, etc.) and present it to the class answering the question, "Where do you see this particular trend heading, or what type of impact do you think it will have on the industry?"; and<br/>(2) Section I of the Final Project which requires students to describe a service code.</p> | <p>(1) About 87% of students (20 out of 23) successfully completed and submitted the assignment on Current Trends [in the Hospitality Industry] where they select a recent article (on topics that include but are not limited to trends in service, service marketing, sustainability, etc.) and presented it to the class; about 40% of which directly addressed the question, "Where do you see this particular trend heading, or what type of impact do you think it will have on the industry?"<br/>(2) Four out of 4 groups (or about 91% of students) completed Section I of the Final Project (in both presentation and paper formats) which requires students to describe a service code or concept for their hotel.</p> | <p>Based on the results of the data collected, the Current Trends assignment will continue to be a regular requirement of the course. Emphasis will be placed on and reminders given to stress the importance of discussion stimulation by addressing the questions: "<i>Where do you see this particular trend heading, or what type of impact do you think it will have on the industry?</i>"</p> |
| <p><b>SLO 3:</b><br/>Describe in general terms the make-up and size of the lodging industry, and the general organizational structure found in lodging properties.</p>   | <p>About 75% of students will complete the Company Profile Assignment where each student will research information on a company or organization in the hospitality industry (i.e., hotel, restaurant, etc.) and</p>  | <p>About 91% of students completed the Company Profile Assignment; of this 91% (or 21 students):<br/>(1) 95% (20 out of 21) gave a brief history of the company or organization;</p>  | <p>Based on the results of the data collected, the Current Trends assignment will continue to be a regular requirement of the course. Greater emphasis will be placed on the importance of identifying an</p>   |

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| <p><b>PLO 1:</b><br/>Prepare and present written and oral business reports for a variety of audiences at a generally acceptable level of Business English.</p> <p><b>GLO 5.1:</b><br/>Demonstrate oral communication proficiency in discussions, debates, and presentations.</p>  | <p>present it to the class, specifically</p> <p>(1) a brief history of the company or organization,</p> <p>(2) a description of the type of service product they provide,</p> <p>(3) a description of its target market, and</p> <p>(4) financial information (where available).</p>   | <p>(2) 95% (20 out of 21) described the organization's products and/or services;</p> <p>(3) 67% (14 out of 21) described the organization's target market;</p> <p>(4) 62% (13 out of 21) presented the organization's available financial information or other form of global or community impact.</p>   | <p>organization's target market and financial information or other form of global or community impact.</p>  |
| <p><b>SLO 5:</b><br/>Explain the ways hotels can be owned and operated, including chain hotels and independent hotels, and the various ways hotels can be categorized.</p> <p><b>PLO 5:</b><br/>Work effectively as a member of a team.</p> <p><b>GLO 7.1:</b><br/>Produce clear and well-organized written work, documenting, as appropriate, borrowed sources using a recognized citation method.</p> | <p>About 75% of students will complete the Final Project in a team setting, where they will each give a presentation (and submit a 10-15 page paper in MLA format) on 4 different hotel categories: resort, mid-range, budget, and luxury. Students will describe their hotel concept in detail, specifically the type and number of rooms, facility layout and types of services available on the property, target market, and human resources needs.</p> | <p>Four out of 4 teams (or 91% of students) completed the Final Project in a team setting, where they will each gave a presentation (and submitted a 10-15 page paper in MLA format) on 4 different hotel categories: resort, mid-range, budget, and luxury. Students described their hotel concept in detail, specifically the type and number of rooms, facility layout, and types of services that will be available on the property, target market, and human resources needs.</p> | <p>Based on the results of the data collected, the Team Hotel Final Project will continue to be a regular assignment for the course, though perhaps not as a final project in lieu of a final exam, but rather as a special project for the course. Regular exams (midterm and final) will be administered.</p> |