

Master of Hospitality Management Studies (MHMS) Program Evaluation Briefing Document

Program Overview

The Master of Hospitality Management Studies (MHMS) was reviewed by a panel of external academics during 2023, with the final report being signed off in January 2024. The external reviewers found the program to be of high quality, with strengths in its quality assurance strategy and faculty resources. Areas for improvement included mapping course and program learning outcomes, elective course offerings, and access to research funding. The program has reported the steps it has taken to address the recommendations.

MHMS Program Key Strengths

1. **High-Quality Program:** The program is recognized for its high quality, as evidenced by the Comprehensive Exam and Program Learning Outcome Assessment (PLOA).
2. **Robust Quality Assurance:** The MHMS program has a built-in quality assurance strategy in the form of a comprehensive exam program, which assesses all of the program's learning outcomes (PLOA).
3. **Valuable Human Resources:** The program benefits from a robust human resource capacity, including faculty engagement in admissions and professional development support systems. Students appreciate the faculty's commitment to Diversity, Equity, Inclusion, and Reconciliation.
4. **Experiential Learning:** The program provides experiential learning opportunities and connections with British Columbia's hospitality industry.
5. **Industry Connections:** Strong relationships with the industry in British Columbia are maintained through the ISHSTM Vancouver Preferred Industry Partnership (PIP) Program and an active Industry Advisory Board.

MHMS Program Key Challenges and Weaknesses

1. **PLOA Performance:** Fewer than 83% of students met the benchmark for Program Learning Outcomes Assessment (PLOA), particularly in Cultural Competency, Managerial Competency, and Strategic Orientation. In 2023-24, all students met the learning outcomes mark for Managerial Competency.
2. **PIP Accessibility:** The Preferred Industry Partnership (PIP) course is inaccessible to all students.
3. **Research Funding:** The FDU's lack of access to research funding given that the university does not qualify for Canadian or US Tri-Council research funding.
4. **Elective Course Variety:** Students desired a wider range of elective courses.

Recommendations and Actions Taken

- **Mapping Learning Outcomes:** Map all Course Learning Outcomes to Program Learning Outcomes to ensure that all weak areas (managerial competencies in particular) are

addressed at all course delivery levels. The faculty undertook an initiative to revise all program syllabi to include a chart linking each CLO in a course to their respective PLO(s).

- **Assessment of Field Trip:** Assess the effectiveness of the inaugural Service Management Field Trip by developing indicators to measure its effectiveness for students with and without hospitality experience. The MHMS program assessed its efficacy during and after the field course. The decision has been made to offer the HRTM 7716 Services Management course in Field Course format, starting only for students entering FDU in Spring 2025 and beyond.
- **Elective Course Expansion:** Provide a broader range of elective courses to advance students' experience. The MHMS program is committed to moving from one elective course offered per term to two elective classes starting in Fall 2024.
- **PIP Revision:** Revise and consider PIP as an optional 3-credit course that can be paired with a special industry project for interested students.
- **Management Trainee Cooperative Program:** It is helpful to establish a management trainee cooperative program for those with relevant experience to maximize the opportunity for Canadian experience.

Program Response

The MHMS program faculty and administration have implemented nearly all requested changes that were recommended by the ERC, including:

- Revising program syllabi to explicitly link Course Learning Outcomes (CLOs) to Program Learning Outcomes (PLOs).
- Assessing the effectiveness of the Service Management Field Trip through reflective journals, application papers, and qualitative discussions.
- Offering two elective courses per term starting in Fall 2024.
- Continuing to offer the PIP as an optional 1-credit course to keep student costs low.
- Partnering with Vancouver-area businesses to provide students with appropriate opportunities.

Overall Assessment

The MHMS program at FDU Vancouver is a high-quality program with a strong focus on experiential learning and industry connections. While concerns were raised regarding the PLOA performance and PIP accessibility, the program actively addressed these issues through curriculum mapping, field trip assessments, and elective course expansion. The program is committed to continuous improvement and student and industry feedback responsiveness.