

CALIFORNIA STATE POLYTECHNIC UNIVERSITY, POMONA

ACADEMIC SENATE

ACADEMIC PROGRAMS COMMITTEE

REPORT TO

THE ACADEMIC SENATE

AP-032-212

Program Review for MS, Hospitality Management

Academic Programs Committee

Date: 03/02/2022

**Executive Committee
Received and Forwarded**

Date: 05/18/2022

Academic Senate

**Date: 09/21/2022
First Reading**

BACKGROUND:

A self-study report on the MS in Hospitality Management was prepared by faculty of the Collins College of Hospitality Management in 2019-2020. An external review team, consisting of Dr. Stephanie Hein, (Professor & Department Head, Hospitality Leadership) from Missouri State University and Dr. Kim Williams (Professor & Chair, Hospitality and Tourism Management) from University of North Texas, conducted a review for the Hospitality Management MS Program on March 5-6, 2020. After their visit, a report was prepared and submitted in April of 2020, and after which the Department and Dean submitted responses in January 2021. The AP Committee has reviewed these responses.

RESOURCES CONSULTED:

Dr. Neha Singh, Professor, Director, Graduate Studies for Hospitality Management
Prof. Michael Godfrey, Associate Dean, the Collins College of Hospitality Management

DISCUSSION and RECOMMENDATION:

The external program reviewer's observations and comments about the strengths of the Hospitality Management MS Program at Cal Poly Pomona were very positive. They commented that the Collins College has a well-organized strategic plan and a well-organized assessment plan. The Program has excellent physical resources and opportunities for growth. The reviewers also mentioned several challenges facing this program. The External Program Review team mentions the possible challenge of the self-funding model of this program, and ways in which this arrangement might impact overall faculty productivity, and how the combination of funding model and University policies limit the types of financial or physical resources available to the MSHM program.

Though the College of Extended University (CEU) supports the MSHM program, the unit is small and limited in scope. As a result, performance data related to graduate program students and alumni is limited.

The reviewers had several suggestions: establishing a Curriculum and Assessment Committee that reviews both undergraduate and graduate concerns; requiring that faculty who elect to teach graduate courses to serve on a curriculum and assessment committee; and building service to the MSHM Program into the RTP document and/or stipend connected to teaching the graduate course overload.

The reason for suggesting that faculty teaching graduate courses also serve on a curriculum and assessment committee is that the MSHM program has a relatively limited number of faculty assisting with the administrative work for the graduate program. The graduate program director bears much of the burden because none of the work related to the graduate program is counted towards the teaching or service load. Work in support of the self-support program is over and above the RTP requirements, a point which is clearly communicated to all faculty and thus, new faculty do not teach in the graduate program while they are building the foundations of their RTP package.

The reviewers also suggested that the Graduate Program Director (GPD) and Graduate Faculty review the admission standards to determine if the GMAT/GRE should be required. Alternative admission criteria could include assessing the GPA based on the last 60 hours of undergraduate coursework. They recommended adding exit surveys with students, and offering 5000 level courses online over the summer semester. Enhancing opportunities for research collaboration among faculty and students is also recommended.

The Director and Dean's office agreed in general with the comments and suggestions made by the External Review Team. Overall, the review of this MS program is positive, finding that this is a Program with quite sound fundamentals as well as a commitment to working with students. Areas of concern are primarily resource issues tied to the nature of self-support programs rather than any shortcomings in the work of the CCHM faculty and leadership.

The Academic Programs Committee commends the Hospitality Management MS Program on their work, in their operation of the program and also in the preparation to get a thorough and thoughtful detailed review highlighting pertinent issues.