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| **Vancouver Island University** | **Faculty of Management** |
| **Summative Program Assessment Template 2012** |  |
| **Program:** Bachelor of Hospitality Management |

***Context***

* The Bachelor of Hospitality Management, an applied professional business degree, was approved in 2007, with the first 3rd year intake in September 2008.
* The program , developed as a 2+ 2 model, allows graduates of VIU’s and other colleges’ Hospitality Diploma programs ,domestically and internationally, to ladder into the degree.
* To achieve depth and breadth of learning and development of critical thinking skills, the curriculum is interdisciplinary involving liberal studies, general electives, and FOM electives.
* A key enrolment and marketing strategy has been the signing of articulation agreements with colleges across British Columbia and Canada.
* The program offers robust and evidence-based career related learning for students. Required Cooperative Education within the program provides strong career and retention advantages, connecting program and students to communities and the local, regional, national and international labour market. Students are required to complete one four-month experiential learning work terms.
* The BHM has developed a ladder for Culinary Arts diploma graduates to ladder into the degree. This is a unique option for the culinary student and those currently employed in the culinary field.

***Relevance***

* Over the surveyed period, the FTE and head count numbers have grown by forty percent with graduates of 7 and 10 in the only two graduating classes.
* The program attracts students new to VIU, growing from twenty to thirty-three percent in 2010.
* In the fall 2011, this growth has continued with 50% of the 3rd year students new to VIU and from eight different colleges globally.

***Access***

* The BHM program is actively building articulation agreements with colleges across Canada. These agreements provide seamless degree completion opportunities that might not be otherwise available to these diploma graduates.
* The program has actively uses PLA; and accepts transfer credits from other programs and institutions.
* Students are able to complete the program on a part-time basis; or on a lighter course load.
* The program has lifted reserves to permit students from other programs into the courses.
* The program offers limited January intake.
* The program has had aboriginal students in each year of its delivery.
* The program has developed a pathway for culinary arts graduates to enter into the BHM.
* Some graduates have continued their education and successfully completed the MBA at VIU. ***Financial Performance***
* Program delivery in 2010 was 78.2% with the average cost per FTE in 2009 was $5060; while in 2010 it decreased to $4792.
* One strategy to improve cost and improve course enrolment is to deliver some courses in alternative years in which both 3rd and 4th year students take together. Required BHM courses are reduced from 12 to 10 without compromising delivery or quality.
* Another strategy is to lift reserves in August to selected courses to allow other students to enroll in the courses and get a taste of Hospitality Management.

***Quality***

* The program has on- going community engagement with the Hospitality Industry. Students completed projects for the Nanaimo Conference Center along with rebranding research for a VI resort property.
* There are strong applied research requirements across the curriculum.
* The co-operative education experiences are in respected hotel and resort brands.
* The program has a strong awareness of the Employability Skills from the Conference Board of Canada. Many of the activities in classrooms or practical labs require students to take leadership roles, do public speaking or problem solving.
* The BHM program is a proud academic partner with "IDeaS Hospitality Revenue Management Solutions", one of the leading revenue management companies in North America.
* All full time Faculty in the program have Masters Credentials, along with industry experience.
* There is strengthening International activity in the program. Students have attended field schools in Hawaii; and spent a semester studying at the University of Colima in Mexico. Current Hospitality students are considering study abroad options for the academic year 2012 – 2013.

***Institutional Priorities***

* The program promotes student leadership opportunities and enhanced in experiential learning in classroom activities, assignments and community engagement.
* Annually, Degree students have been recognized and rewarded at the BC Hospitality Conference.
* The Hospitality Department is committed to ongoing development and assessment through a scheduled program review scheduled in 2012 -2013.
* An internationalized program through its student diversity, classroom activities and learning promotes global awareness of cultures and issues.
* For the BHM graduate there are significant opportunities in the local labour market. According to BC Stats report in May 2005, it is anticipated between 2001 and 2031, there will be an additional 9,000 regional employment opportunities in the Hospitality Industry.

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|  | ***Dean’s Recommendation*** | Enhance |  |  |
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|  | Continue to enhance the program by active engagement in the program review process, continue building the pan Canadian articulation network. We have enough temporary faculty workload and recommend it be converted to a regular full-time position in 2014/2015.See attached rationale for faculty increase. (*Appendix A*) |  |
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|  |  | ***2013-14*** | ***2014-15*** | ***2015-16*** |  |
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|  | ***FTE Targets*** | 18 | 21 | 24 |  |
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|  | ***Estimated Budget Increases or (Decreases)*** |  | $104,000 |  |  |

***Hospitality Management Faculty Workload Analysis 2012 – 2012 Academic Year***

Sections of Hospitality work:

Teaching: 30

Upper Level Releases: 3

Chair/Advising Releases: 2

Total 35

LESS courses not taught each year 2

TOTAL available work 33

How the work is distributed:

Core Faculty

1. Burr: 4 hosp + 1 upper level + 2chair (plus one Tour section)
2. Hassib: 6 hosp + 1 upper level (plus one Culinary Arts section)
3. Briscoe: 6 hosp + 1 upper level (plus one Mgmt section)

Non-Core Faculty work:

1. Temporary Faculty: 9 sections
2. Rec/Tour Faculty: 3 sections

Total available 12 sections

Type of Temporary Faculty Expertise Required:

1. Food & Beverage: Dining Room, Culinary Skills & Vistro 5 sections
2. Mgmt/ Marketing : Industry overview, Leadership,

Property Mgmt Systems, Consumer Behaviour 5 sections

1. Research: Stats, Applied Research Methods 2 sections

 Total work delivered by non-core 12 sections